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to leave  
the Society

NPA chair for  
Bob Worby

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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

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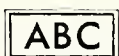
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April 29 1978

## COMMENT

### Another chance

Once again the General Dental Health Council has confirmed its faith in the retail pharmacy as a source of health (particularly dental) education. Another pilot scheme in Cleveland and selected pharmacies in Hampshire is planned for May and June. Last year a scheme took place in Cleveland, Hampshire and mid-Glamorgan but so little information was returned to the GDC that its planned national scheme did not materialise.

We said in this column at the time (*C&D*, July 30, p143) that we were sure pharmacists would do their utmost to make the scheme a success. We are still convinced that that was true then and will be so for this year's campaign. Unfortunately few pharmacists contacted GDC to report progress or customer reaction and perhaps understandably the GDC was reluctant to finance a larger campaign without such knowledge. However, this year a questionnaire is to be sent to each participating pharmacy in an attempt to determine the interest shown by the public and any increase in sales of dental health products.

Return of completed questionnaires is crucial for GDC to assess the results. To encourage those pharmacists who find form filling a chore perhaps the officers of the Society's branches concerned in the campaign could raise the issue for discussion at their next meeting and help with the return arrangements. It is not just a matter of fulfilling the health education task but being seen to fulfill it in order to be included in further campaigns. A report on issues raised at the branch meetings would no doubt be welcomed by GDC. Branches not in the pilot scheme need not feel excluded—they could also discuss the matter in anticipation of a national campaign and convey their views to GDC. Lack of communication was the apparent breakdown last year—that must not happen again.

### Pharmacy's loss

As *C&D* went to press it seemed certain that pharmacy has lost the services of Maureen Tomison, head of the Pharmaceutical Society's publicity, with immediate effect (p 654). Her decision will come as a shock to the many Society members who have met her at branch and national level—and unless pharmacy is extremely fortunate, her absence will soon be marked by a reduction in the high level of favourable publicity to which the profession has become accustomed in the past year and a half.

Miss Tomison's energy on behalf of pharmacy has been considerable, as the account for 1977 shows:—49 television interviews and mentions arranged, 44 on national radio, 102 on local radio, 3,380 Press mentions. Miss Tomison herself also spoke to Society branches, Women's Institutes, Townswomen's Guilds, etc, on no fewer than 68 occasions: an impressive record indeed.

But it is perhaps at the behind-the-scenes Parliamentary level that the loss will most be felt by the profession, for Miss Tomison has a blend—perhaps unique—of both experience of Parliamentary procedure and tactics, and genuine friendships on all sides of the House. To replace her may prove impossible, but Council must at least ensure that the ground she has so carefully prepared continues to bear fruit and is not permitted to return to the unproductive state of earlier years.

The media, MPs and, most important, the public at large, have a new view of the pharmacist and his role as a direct result of Miss Tomison's work. If that work is to end after so short a period, the profession can only offer a big "thank you" for what has been achieved. But it must also make a resolution that the value of publicity which she has so clearly demonstrated, will never again be ignored.



# Maureen Tomison to leave the Society

Maureen Tomison has resigned her post as head of publicity for the Pharmaceutical Society. It was expected that she would leave at the end of this week—only 20 months after joining the Society as Press secretary in the late summer of 1976.

Miss Tomison—who is due to take up a similar appointment with another organisation shortly—is believed to have disagreed with the secretary and registrar (Mr D. F. Lewis) concerning publicity for the Society's policies and especially the implementation of the POM Regulations earlier this year. (See also Comment p653).

## ABPI challenges drugs bill figures

The Association of the British Pharmaceutical Industry has challenged figures issued by the Department of Health when launching its campaign to reduce the nation's drugs bill (last week, p611).

An ABPI spokesman said that Mr David Ennals, Secretary for Social Services, claimed the drugs bill had doubled since 1967 at constant prices. "In fact, at constant prices, the drugs bill, including the on-costs, has risen by only 40 per cent since 1967. As a proportion of total NHS expenditure, the prices of medicines charged by manufacturers is less than 8 per cent."

"Mr Ennals had also not pointed out that a significant factor contributing to the increase in the drugs bill was the Government decision in 1974 to make oral contraceptives freely available on prescription under the NHS."

ABPI believes the extent of over-prescribing has been greatly misrepresented and in economic terms is insignificant in relation to other NHS costs. "From the point of view of the nation's health, we should perhaps be more concerned with the extent of non-compliance by patients given prescriptions for medicines by their doctor and which

are never dispensed or not taken as directed. No one can argue with the principle that patients should not be prescribed medicines unnecessarily. Equally if a prescription, costing on average £2, can save hospitalisation costs of £200 plus for an average stay in hospital, then it is a totally false economy for a doctor not to prescribe."

Mr Ennals estimated that the campaign—announced last week as a joint statement with the British Medical Association—could save up to £30m in each of the next three years.

The Pharmaceutical Society welcomes the concept of the campaign but in a statement issued this week said that the Council regretted it was not consulted about the organisation of the campaign or about the design and content of materials being used.

The Society has also objected to the BBC about a statement wrongly attributed to it during an evening television news item on April 19.

## New dental health campaign to start in pharmacies

A new dental health campaign involving pharmacies is to begin on May 1. The General Dental Council, after consultation with the Pharmaceutical Society, has decided to carry out a two-month pilot scheme in Cleveland and in a few selected pharmacies in Hampshire which can be closely monitored as a guide to the value of a national campaign.

In August 1977, the GDC launched a similar pilot scheme in Cleveland, mid-Glamorgan and Hampshire with the aim of educating the public in dental care (*C&D*, July 30, p161). It was intended to launch the scheme on a national scale if it was well received by the pharmacists and the public, but so little information was gained that a further pilot scheme was decided necessary be-

fore the costs of a national scheme could be justified.

Each pharmacy will again receive 50 leaflets for distribution to the public together with a plastic pocket which can be fixed to the front of the till or counter. At the Society's suggestion the plastic pockets will bear a label to indicate that the leaflets are on dental care and are issued free by the GDC. This is intended to overcome the apparent reluctance among the public to take a leaflet without knowing the subject matter. Further supplies of the leaflets will be available from the Area Health Authority. The leaflets deal with toothache, ulcers, gum disease, tooth-brushes, disclosing tablets, wood points, etc, and provide answers to likely customer questions.

At the end of two months a questionnaire will be sent to each pharmacist to find out what interest has been shown by the public and whether sales of dental products have increased. Requests for the jigsaw puzzles for young children, which are mentioned in the leaflet, will also be a test of public reaction and will help the GDC to decide whether it is worth conducting the campaign on a national scale. The campaign will be backed by local Press, radio and television publicity.

The GDC recognises that pharmacists play a major part in educating the public about their health and have a unique opportunity of arousing the interest of the public in their teeth and oral hygiene. There are many valuable aids to dental health on which the pharmacist can provide information and although a dentist can instruct in their use he has to rely on the patient to take the trouble to find and buy them; the pharmacist can advise the interested customer and also supply the products. The GDC also points out that few patients visit the dentist more than once every six months whereas many people visit a pharmacy every week.

## Ten pharmacies lost

There was a net loss of 10 pharmacies from the Pharmaceutical Society's Register of premises in March. In England 29 closed down, two of which were in London and 20 opened up, four being in London. In Scotland four closed down and four opened up; in Wales, two closed down and one opened up.



Stills from the current Numark commercial showing in the Ulster and three Scottish ITV television regions. The shop is clearly a pharmacy but the commercial avoids any visual or verbal reference to restricted professional titles. Additional local television campaigns are planned in June and October plus repeats in the above areas (last week, p611).



# Bob Worby new NPA chairman

Mr Bob Worby has been elected chairman of the National Pharmaceutical Association in succession to Mr George Rillie. Mr Worby is also chairman of the Pharmaceutical Services Negotiating Committee.

Mr J. C. N. Wilford has been elected vice-chairman and Mr G. T. M. David re-elected treasurer. Mr Wilford is superintendent pharmacist, L. J. Collis & Co Ltd, Bexhill-on-Sea. He was a member of the NPA Executive from 1962-65 and again from 1974.

NPA representatives on the Pharmaceutical Services Negotiating Committee are Mr Wilford and Mr Lewis Priest. Although Mr Priest said earlier this year he would not accept an NPA nomination if he was defeated in the PSNC election (*C&D*, February 25, p257), he had subsequently received numerous letters from pharmacists asking him to change his mind.

## Adjournment debate sought on remuneration

Mr Robin Hodgson MP was seeking to obtain an adjournment debate on chemists' remuneration as *C&D* went to press. It is understood that, following representations organised by Miss Maureen Tomison (the Pharmaceutical Society's head of publicity—see opposite), the Conservative Party is now sympathetic to the pharmacist's case and has protested to the Government about its refusal to allow arbitration.

Pharmacy's early-day motion continues to have the largest number of MPs' signatures—the tally now standing at 262.

## Warning on drugs and nutrition

There is a need for the adverse effects of drugs on nutrition to be more widely known, Professor John Dickerson, Surrey University's department of biochemistry, told the Royal Society of Health's annual congress on Tuesday.

The elderly were particularly vulnerable he said, and the effects of drugs on nutrition may be responsible for some of the adverse reactions of drugs seen in old people. Professor Dickerson also referred to the risk that reduced levels of ascorbic acid and folic acid in oral contraceptive users could be further exacerbated by taking other drugs such as aspirin or anticonvulsants respectively. Blood ascorbic acid levels were also



Mr Bob Worby

reduced by smoking, so some women could develop a state of sub-clinical ascorbic acid deficiency.

"This may well affect function in subtle ways that are only apparent on careful assessment, but which nevertheless may represent a reduction in the ability to work," said Professor Dickerson. There was evidence that brain function was reduced when the ascorbic acid deficiency was insufficient to produce overt scurvy.

Doctors could not ignore the metabolic consequences of taking oral contraceptives, he continued: "They are not the harmless agents that previous reports might have had one to believe." The effects of the "pill" on raising blood fats was perhaps the most disturbing feature.

## Irish moves on EEC pharmacy

Irish pharmacists are worried that, with free movement of pharmacists within the EEC, the profession will tend to move to countries where pharmacy openings are not restricted, "thus creating tensions, disharmony and an overall imbalance". At present licensing of pharmacies exists in six of the nine countries involved.

The Council of the Irish Pharmaceutical Society at its April meeting approved the stand taken by the EEC Pharmacy group which emphasised the need for agreement at European level on the co-ordination of conditions of practice before the free movement of pharmacists can occur. A document outlining Irish policy on planned distribution, free movement and the role of pharmacist in health care had been submitted to the executive committee of the group.

The document stated that: "The decision to open a pharmacy should be based on objective criteria such as

population per pharmacy, distance between pharmacies, transport facilities etc. Under licensing, pharmacists would be free to concentrate on quality of service. The public would be assured of an even geographical distribution of pharmacies, sufficient qualified persons per pharmacy, reasonably comprehensive stocks and adequate hours of opening".

## Industry plea to be left alone to increase exports

Strong export performance usually stems from having a good UK product range backed by effective marketing. Remove the effective marketing in the UK and there could be an adverse effect on exports.

This warning was to have been given by Mr F. Goulding, president of the Association of the British Pharmaceutical Industry, at its annual dinner on Thursday after *C&D* went to press. "We in the pharmaceutical industry are prepared to take up any new challenge to keep on increasing our exports, if the government will also play its part and create the necessary conditions for success. We need to recreate the environment in which staff are encouraged to discover and sell new and better products," Mr Goulding believes.

The government could help by easing up on the welter of legislation that had confronted the industry in recent years. "If British industry becomes bogged down with such a mass of legislation, it is not surprising that it loses its zest, if not its ability to discover and sell new products."

The government could, hopefully, have a planning agreement with the TUC which would remove what were becoming annual threats to cut off road, rail and air transport and supplies of electricity, coal and oil.

The importance of the industry's exports to the UK economy cannot be exaggerated, according to Mr Goulding. Last year these exports reached £555m—an increase of 22.6 per cent over 1976—and imports £174m, giving a balance of payments surplus of £381m—an increase of 21.5 per cent. If everyone engaged in the manufacturing industry had produced the same amount of exports per employee as the pharmaceutical industry did, exports would have increased by 53 per cent from £32 billion to £49 billion.

## Recall of Pirion batch planned

Allen & Hanburys Ltd, Bethnal Green, London E2 6LA, state that they will shortly be issuing a recall notice for Pirion Spandets, lot number 7CR261, pack of 25 only. In the meantime, pharmacists are requested to place an embargo upon the issue of all stocks of this pack and batch number.



# Five pharmacists on the new PPA

Mr S. R. Axon, secretary designate, Pharmaceutical Services Negotiating Committee, Mr G. S. Knowles, a proprietor pharmacist in Hoylake, Merseyside, Mr L. Priest, member National Pharmaceutical Association Board of Management, and Mr B. Silverman, superintendent pharmacist, Boots Co Ltd, are the pharmacist representatives on the reconstituted Prescription Pricing Authority.

Mr Knowles, appointed vice-chairman, is a magistrate, a member of the Whitley Council, and a member of Wirral Local Pharmaceutical Committee, Family Practitioner Committee and Area Health Authority.

Under the new constitution, FPC representatives can no longer be pharmacists but Mr T. Reid, FPS, remains as a Family Practitioner Committee representative as his term of office has not yet expired.

The appointments, made by the Secretary for Social Services, became effective from April 1. The chairman is Mr Geoffrey M. Dinsley, chief executive, Co-operative Laundries Society Ltd, and chairman, Mandata (Management of Data Services) Ltd, a specialist computer and programming bureau. He is a member of the Society of Company and Commercial Accountants.

Other PPA members are:

*General medical practitioners*—Dr G. E. Crawford, Dr Mervyn Goodman, Dr R. J. R. Lewis. *FPC representatives*—Mr D. Cammidge, Mr T. R. Easton, Councillor Mrs C. M. Pickard. *Academic and research interests*—Dr E. V. Kuenssberg. *Department of Health*—Mr W. F. Lake. A member representing the Community Health Councils and one representing the staff of the PPA have still to be appointed.

## UCA advises 'keep cosmetics orders'

The Ulster Chemists Association is recommending that members ask for a copy of orders placed with cosmetics companies to make sure goods received are those ordered. Orders should also have the buyer's signature attached.

At its April meeting, the executive committee discussed complaints about unordered goods and it was reported that a leading cosmetics company had given its assurance that it did not supply promotion parcels which had not been ordered.

The UCA circular carries an increased number of pharmacies for sale in the province and it appears to be a "buyer's market". This increase is attributed to the growing number of pharmacists reaching retirement age, the advent of health centres making some pharmacies

unviable and the difficulties faced by small businessmen generally.

On the minimum wages scale, recently issued by the UCA (*C&D*, April 1, p509), there was a typing error. There are six categories of shop assistants not five. The following line was omitted—21 years £32.50 per week.

## More about Queen's Award winners

Further details of this year's Queen's Awards for Industry (last week p612) are as follows. The awards for export achievement include:

Alginate Industries Ltd, the only UK manufacturer of alginic acid and related products from seaweed. Exports represent about 75 per cent of total sales and have more than doubled over three years.

Fisons Ltd, pharmaceutical division. Exports, of which 80 per cent are medical products, are made to virtually all countries and have almost doubled over a three year period, the most notable product being Intal.

International Generics Ltd, whose principal exports include toiletry and pharmaceutical products. Exports are largely to developing countries and have increased six-fold over a three year period, accounting for some 90 per cent sales.

Kodak Ltd, a subsidiary of Eastman Kodak Co, USA, and the largest UK producer of photographic materials and equipment. The principal export markets are western Europe and Nigeria, and the

value of exports has almost doubled over a three year period.

Recipients of the award for technological achievement include the following: Imperial Chemical Industries Ltd, pharmaceutical division, for the development of tamoxifen (Nolvadex). Exports now account for nearly 80 per cent of sales. Imperial Chemical Industries Ltd, plant protection division, for the development of pirimiphos-methyl, a versatile and safe insecticide marketed under the names Actellic, Silosan and Blex. Nearly all the output is exported.

The Research Institute, Smith Kline and French Laboratories Ltd, part of the Smith Kline Corporation, USA, for the discovery and development of cimetidine (Tagamet), which is now available in the UK, USA and 78 other countries.

## Cosmetics rules

Mr John Fraser, Minister for Prices and Consumer Protection, said in a Commons written answer this week that his department was considering representations from trade associations, manufacturers and retailers concerning the dates on which the proposed Cosmetic Products Regulations would come into effect. The Prices Secretary had been asked whether he would postpone implementation in view of possible difficulties to retail pharmacists (last week, p610). Mr Fraser said full account was being taken of these difficulties.

□ Following representations from the Pharmaceutical Society, the Prices Minister is to be asked to propose an amendment to the Consumer Protection Bill, stating that if pharmacies need to be inspected, the inspection may be carried out by the Society's own inspectors rather than by weights and measures inspectors.



Branded Goods Wholesale (Stoke-on-Trent) Ltd held their first trade show for chemist customers last week—and claim it to have been the biggest ever event of its type, with over 60 manufacturers participating. The show, held over two days at Trentham Gardens, attracted a high attendance and many company representatives expressed to *C&D* both their appreciation of the venue—and the high volume of orders secured. Focal point of the show was Branded Goods' "Enterprise" stand, with own-label products displayed on a range of modern shop and dispensary fittings



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	90gm	£5.55 doz.	£0.44	£0.66 each
<b>NATUDERM*</b>				
Skin film analogue cream	40gm	£0.71	£0.06	£1.15
	450gm	£3.78	£0.30	£6.12
<b>†PARATULLE*</b>				
Individually wrapped, sterile paraffin gauze BPC.	10: 10cm x 10cm	£0.60	£0.05	£0.97
	10: 10cm x 40cm	£1.47	£0.12	£2.38
<b>†LIONET*</b>				
Elastic net surgical tubular stockinette	10: C	£2.70	£0.22	£0.44 each
	10: E	£4.80	£0.38	£0.78 each
	10: F	£7.00	£0.56	£1.13 each
	10: G	£9.40	£0.75	£1.52 each

†Drug Tariff

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# Medical exports may top £1,000m this year

Exports of pharmaceuticals and medical equipment from Britain had increased by nearly 60 per cent between 1975 and 1977, to a total of £794 million. Mr David Ennals, Secretary for Social Services, opening Interphex, the international exhibition for the pharmaceutical, cosmetic and toiletry industries, last week in Brighton, said that with consultants' fees and other income from health service building overseas, it was expected that "medical" exports would go over £1,000m. These figures were a significant contribution to Britain's balance of payments.

## Computerised plants

During a conference session on "Technological trends in the pharmaceutical industry," Mr W. C. E. Hayes, Merck Sharpe and Dohme, described a computer-controlled tablet manufacturing plant which his company had installed in the United Kingdom. It had been the first in the world and needed only four operators to produce four million tablets a day. The only manual intervention was the control of compressing machines and sample taking, and it ran efficiently for 98.6 per cent of the time! Mr Hayes added that such systems were only economical for large scale manufacture.

In his opinion, quality control as now known was a thing of the past and he preferred to call it quality assurance. In a computer-controlled system the computer acted as a quality assurance inspector and would shut down the process if quality or manufacturing specifications were not being met. A scanning instrument to check identity of raw materials before use could be built into an automatic system but otherwise quality assurance personnel would be down on the shop floor with production personnel checking each process rather than isolated in the laboratory.

Mr Hayes said that trends in packaging were more difficult to forecast because of political pressures. He expected to see more original pack dispensing, especially in blister and strip-packaged tablets, packaged in-line from loose tablets through to multi-carton packs. Turning to labelling, he said a study of in-line printing of labels, already used for price and weight tags in the food industry, had shown that the quality would not satisfy the pharmaceutical industry.

The safety threshold of cosmetics is much greater than that of drugs, according to Dr K. Alberman, chairman of Innoxia (England). He said that some degree of risk was often acceptable with drugs but cosmetics, unlike most drugs, were applied daily for up to 60 years

of a woman's life. Consequently there was very little innovation in the cosmetics industry. Dr Alberman said no brand new raw material had been introduced in the past 20 years and many of the new processes were offshoots of the industry's "big brothers"—the pharmaceutical, food and paint industries.

However, in packaging, there were still possibilities for innovation as there was less restraint from safety factors, except in the aerosol field. He said that the case against fluorocarbons may be disproved but meanwhile pump sprays and other pressurising materials were being developed. He said there appeared room for development of roll-ons for applying liquid products to the skin.

For the containers themselves, Dr Alberman doubted whether glass would make a significant come back since the lower raw material cost was offset by the cost of protection and carriage. Plastic containers would probably have to become biodegradable, bowing to the pressure from environmentalists, and would also have to look better—less "plastic"! The costs of such containers had levelled out since the "horrendous" rise in 1973 and if alternative fuels to oil were found Dr Alberman believed that the chemical industry could increase its output of plastic containers.

Finally Dr Alberman said the industry was on the brink of being forced to introduce cosmetic ingredient labelling and, while it presented no great problems, he thought a central data bank for reference at consumer level would serve the purpose better.

Possibly the greatest immediate impact of EEC requirements on the UK Medicines Act regulations was the need for a "qualified person," said Mr Charles Stevens, member of the Pharmaceutical

Society's Council and legal adviser to the pharmaceutical industry. When asked about the implications of this "qualified person" passing a product that differed only on minor parameters, he said that legally, every deviation should be reported. The "qualified person" should take out personal insurance to cover himself. Although it was a legal maxim to "sue who can pay best", an individual may wish to pay for advice and a defence from an adviser not representing his company and insurance would cover these costs.

## New company set up for foil coder

Following 18 months of research and development work a new company—Allen Coding Machines, 37 Ox Lane, Harpenden, Herts—was launched at Interphex 78. The driving force behind the new company is its managing director, 35-year old Roger Kempster, who developed a new hot foil coder concept in his spare time at home, while working as engineering manager for Newman Labelling Machines Ltd, Barnet, Herts.

The new machine, model HFC 38/12, is planned to be the first of an initial series of four. It is a compact, versatile unit which can be fitted to almost any packaging machine or label applicator. One of its major design features is that the hot foil tape can be easily loaded into the magazine by means of guide pegs. The machine is capable of operating at speeds of up to 200 prints per minute.

## Aerosols use rises

The gap between the aerosol markets in the USA and western Europe has narrowed considerably during the past few years, according to a 195 page report issued by Frost & Sullivan Inc. The west European market is forecast to rise from 1.8 million units in 1977 to 2.7 million in 1987. However, the validity of this forecast may be affected by the outcome of the ozone depletion controversy. *Frost & Sullivan Inc, 106 Fulton Street, New York.*

Mr David Ennals (right) inspecting a unit dose packaging machine with the president of the American company which makes it. Dr Brian Wills, chief pharmacist at the Department of Health, is in the background





# PEOPLE

**Mr Charles E. Waterhouse FPS, FRIC**, has been elected a member of council of the Royal Institute of Chemistry. Mr Waterhouse is a director of J. Waterhouse & Co Ltd, Ashton-under-Lyne, and until his retirement was the director of Huntingdon Research Centre at Alconbury.

## Deaths

**Hunter:** On April 23 Mr Adam Hunter, FPS, 1 Auchinbaird, Sauchie, Clackmannanshire. He qualified in 1946 and had a pharmacy in Sauchie for the past 21 years.

**Scott:** Mr William John Scott, MPS, 4 Dorchester Close, Southlands, Mansfield, Notts. Mr Scott, who qualified in 1930, was a director of A. H. Bell, Regent Street, Mansfield.

**Williams:** On April 23 after a long illness, Mr Herbert Williams, FPS, Norscroft, Broadlands Close, Calcot, Reading. He qualified in 1928 and was elected FPS in 1971. Mr Williams was mayor of Reading in 1970-71.

## News in brief

□ All prescription drugs distributed to pharmacies in the USA are required to be in child-resistant packaging under a final rule of the Consumer Product Safety Commission.

□ Imports of pesticides for household use into Israel now require advance licensing by the Ministry of Health, Jerusalem, even if they are to be imported duty-free.

□ The Price Commission has allowed CPC (United Kingdom) Ltd an interim price increase on part of its industrial range of products (last week, p 615). The increase is the full 7.34 per cent asked by the company.

□ The latest manual from the Distributive Industry Training Board, MacLaren House, Talbot Road, Stretford, Manchester, provides a three-day course in basic training for sales representatives (£6.50). It is aimed especially at trainees without previous knowledge or experience of the job.

□ Notice No 731A issued by the Commissioners of Customs and Excise sets out the changes introduced in the recent Budget with reference to increased turnover value limits for registration for VAT. Notice No 734 deals with changes following representations and discussions held last autumn to improve the VAT system; the subjects covered include partial exemption, annual accounting, bad debts, and cash book accounting. Copies of the notices may be obtained from the Commissioners of Customs and Excise, King's Beam House, Mark Lane, London EC3R 7HE.

April 29 1978

# TOPICAL REFLECTIONS

by Xrayser

## Leaders

Some time ago, such was my exasperation with our apparent lack of success in negotiations on our contract, that I pitched in, hot and strong, advocating that instead of our "amateur" negotiators we should appoint a full-timer. I had in mind that the chairman of the committee should be paid a decent salary to free him from the worry of having to do two jobs—running a pharmacy (which I find is enough to keep me busy), and being additionally responsible for our £450 millions contract, which is an infinitely more important job to the membership. I believe that in Bob Worby we have a trenchant leader.

However, I must admit to having been largely ignorant of the function of the "executive branch" of PSNC and the work of Alan Smith in particular, for he is essentially our "professional negotiator". We have the team, the executive, parallel to union structures, already there.

The Editor very tactfully told me these facts of life and so I have had to think through what I was advocating. Nothing clarifies the mind better than having to write, and see published what you have written. I see now that we have been looking for a leader who would argue our case in public. I think we have found him, but we have also felt the need for a tough professional negotiator.

Now, if we substitute the word "powerful" for "professional" I think we find ourselves at the root of our problem, for whether we admit it or not, we are talking about power. I honestly don't believe that bringing in an outside professional will help us. It would be like hiring a bulldozer to knock down some trees then finding it had no fuel. In my view our every resource should be put into continuous widespread programmes of publicity so as to build an informed public (and professional?) opinion of our work and worth. This means that each of us must to a certain extent put aside the reticence and self-effacement which is our mark to tell our customers what we do for them and how real their loss would be if we were allowed to be wiped out.

Our political power does not come from 10,000 contractors or from an ability to turn off the power or freeze exports: it comes, I suggest, from the value of our function in the community and our ability to utilise public recognition of it. Without this basic publicity work we have no strength and no power. Without power Joe Gormley himself would be about as tough as a feather duster!

Irrespective of the past, no-one can now accuse the PSNC of dragging its feet. I think it remarkable to have been shown so quickly in *C&D* the case Bob Worby is putting to the MPs. It is clear, reasoned and accurate. It is indisputable. We are being stonewalled, but stonewalling in politics has disadvantages, for when real arguments are sidestepped by bringing up irrelevancies to avoid proper answers, there comes a time when the manifest injustice of it is seen by all. The continuing PSNC programme is bringing the day nearer. With an election coming soon we will, if we work hard, make this one of the issues.

## Headstrong

Lucky old Charlie stockists—now they can wash their hair in it! More spread to the range. What will they think of next—foot spray perhaps?

## Workplace accidents cost 16m days a year

Sixteen million working days a year are lost as a result of accidents, according to the annual report of the Health and Safety Commission. In 1976 there were 326,500 notified accidents, including nearly 600 fatalities, and prescribed

industrial diseases cause about 700 deaths a year.

The report outlines a wide range of proposals for improved safeguards, including the preparation of new legislation and the establishment of priorities for the Factory Inspectorate.

*Health and Safety Commission Report 1976-77, HM Stationery Office, £1.25 plus postage.*



# Arthur H. Cox present the latest additions to their new range of high quality generics.

## Methyldopa Chlorpropamide




### THE COX RANGE OF GENERICS

	Strength	Pack	Price to Chemists
Methyldopa	125mg	250	£5.53
	250mg	250	£8.00
	250mg	1000	£30.00
	500mg	250	£15.50
	500mg	500	£30.20
Chlorpropamide	100mg	500	£7.00
	250mg	500	£15.40
Frusemide	20mg	250	£3.80
	40mg	500	£13.00
	40mg	1000	£25.00
	500mg	100	£30.00
Diazepam	2mg	500	£2.65
	2mg	1000	£4.97
	5mg	500	£3.85
	5mg	1000	£7.40
	10mg	500	£6.10
Nitrazepam	5mg	500	£5.80

- \* manufactured to Cox's stringent Quality Control standards.
- \* fast reliable delivery.
- \* wide range of packs and tablet strengths.
- \* available from Sangers, Vestric, other major wholesalers and direct through our representatives and Sales Office.

Full technical and price details are available on request.

 **Arthur H. Cox & Co Limited**  
**Pharmaceuticals**

93 Lewes Road, Brighton, Sussex BN2 3QU Tel: Brighton 63084 (24 hour answering service)



# COUNTERPOINTS

## Bergasol launch aerosol cooling spray

Bergasol have launched a new aerosol product—the after sun cooling spray (100ml, £2.35)—containing azulene to soothe the skin and help to prevent peeling. A display parcel of eight units, with display card, will be available exclusively on direct orders, and the product will also be available through wholesalers. A Press advertising campaign emphasising the “up-market” image of the product and its tan-prolonging properties will appear in leading women’s interest magazines including *Vogue*, *Cosmopolitan*, *Over 21*, *19*, *Good Housekeeping*, *Honey* and *Womans Journal* from June 1. *Chefaro Proprietaries Ltd*, Crown House, London Road, Morden, Surrey.



## Campaign for Joy-rides

A new campaign for Joy-rides starts on May 1 with black and white advertisements in *Woman*, *Family Circle*, *She*, *Mother*, *Parents*, *Readers Digest*, *Home and Freezer Digest*, and *Woman's World*. There is a free offer of a 50-page “I-spy on a car journey” booklet which will be sent direct to consumers by the company on receipt of completed request forms available in point-of-sale dispensers. *Stafford-Miller Ltd*, 166 Great North Road, Hatfield, Herts.

## Three Wishes spends £350,000

Elida Gibbs are promoting the A&F Pears range of Three Wishes bathroom toiletries this year with a £350,000 advertising campaign in national women’s magazines. The campaign features the theme “Once there was a girl whose dreams were always beautiful” with “romantic colour photography by Duffy”. Using *Woman*, *Woman's Own*, *Woman's Realm*, *My Weekly*, *People's Friend*, *True Romance*, *True Story*, *Woman's Story*, *She*, *Woman's World*, *Family Circle*, *Annabel*, *Cosmopolitan*, *Good Housekeeping*, *Slimming*, *Living and Woman & Home* the first burst of advertising appears this month and continues through to the end of July. *Elida Gibbs Ltd*, PO Box 1DY, Portman Square, London W1A 1DY.

## Movie film services go to USA

For some years, Kodak Ltd have offered services for making Kodak colour movie duplicates and for movie film joining. Unfortunately, the demand for both has declined to such an extent that the company regrets it is no longer economic to offer these services from the colour processing division at Hemel Hempstead. However, arrangements have been made to send any orders received for 8mm movie duplicates to Eastman Kodak, USA. The service time will be about four weeks and the suggested retail price per 50ft (15m) is £10.

Kodak recently announced that the first three months deliveries of all Kodak Ektra cameras would contain a £1 voucher in each outfit, offering purchasers a refund against the purchase price of a Kodalux flash model 3. Kodak emphasise that the consumer must send in the Kodalux instruction booklet as proof of purchase otherwise the refund cannot be made. *Kodak Ltd*, Station Road, Hemel Hempstead, Herts.

## Babettes offer to new born babies

A trial offer of the complete disposable nappy system is being made by Babettes to the new mother. The offer comprises a packet of Babettes 10s complete with a small size pair of nappy pants for babies up to 14lb in weight. The offer, flashed black on yellow on the packs (£0.50), is being made available to retail pharmacies only; cases of 10 x 12 “special offer” packs will be sold in at £4.80. Full merchandising and display support will also be given.

The company also says that because of the demand for packs of Babettes 20s in the summer incentive promotion, this will now have to end at the end of April and not June as originally planned. *Robinsons of Chesterfield*, Wheat Bridge Mills, Chesterfield.

## Babyliss at IDEA

Babyliss who have now entered the UK retail market with their crimpers and the Super 1000 Blow Set will be exhibiting these at the International Domestic Electrical Appliances Trade Fair (IDEA) at Birmingham in May. 132 exhibitors are taking part in the exhibition this year. *Strandring Son & Co (Hull) Ltd*, 101 Spring Bank, Hull.

## Ritz lip gloss

Charles of the Ritz are introducing Ritz hydro-protective lip gloss (£1.95) to give lips a glossy sheen. Colours are cherry, clear red; chestnut, subtle brown; cranberry, plum pink; natural. to be worn alone or over a creamy lipstick. The gel contains super hartolan, a lanolin

derivative that acts as a moisture barrier, lantrol a natural oil and Escalol 507, a sunscreen.

Ritz bronze tanning milk (120 ml, £2.45) has a protection factor of 4 and uses Escalol 507 as a sunscreen. The dark tanning milk (120 ml, £2.45) is tinted. Both are packed in orange and brown plastic bottles with a mirror on the cap. *Charles of the Ritz Ltd*, Brook House, 115 Park Lane, London W1Y 4EU.

## Label booklet

Avery Label Systems have published a free fully illustrated booklet detailing the development and uses of self-adhesive labels. It covers the construction of the label, the use of adhesives and face materials and the development of application systems. *Avery Label Systems*, Gardner Road, Maidenhead, Berkshire.



New black counter dispenser for Uvitan, Uvicool, Uvistat and Uvistat L sun care preparations from WB Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks.



# new improved formula Selsun<sup>®</sup>

Selsun has always been effective. We have not changed that. But we have improved the bouquet. Now that Selsun is more pleasant to use, more people will be looking for it, so make sure they see it and recommend it with confidence—Doctors do!

## a moving experience...

This neat little display unit take up no more room than the stock, yet it really moves Selsun fast. Your Abbott representative has one for you. If you haven't received it yet let us know. We'll get one to you!



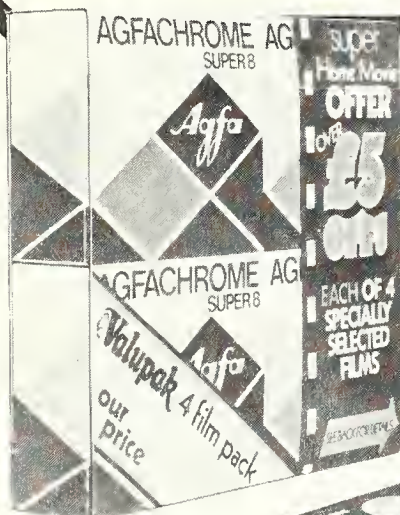
Abbott Laboratories Ltd., Queenborough, Kent ME11 5EL. Phone Sheerness 3371

SL 364

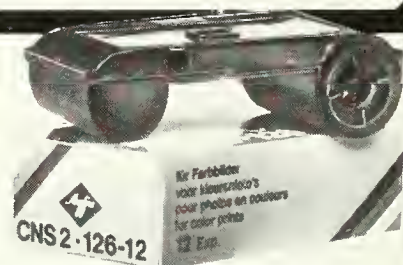
Agfa

All these products being advertised in the National or Photographic Press.

## Get ready for summer. Stock up with Agfa now.

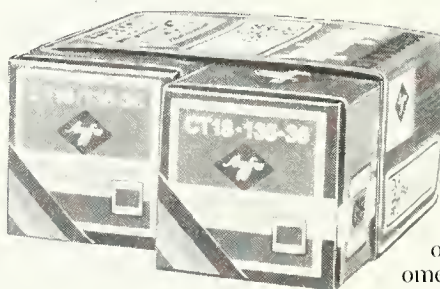


**Super 8 cinefilm** comes in Valupaks of four films. So you can sell more film, more easily and at your own prices. And there's a great new promotion to attract your customers. With every Valupak they get the chance to save £5 on each of four home movies—The 1978 Cup Final. Trooping the Colour and a couple of cartoons!



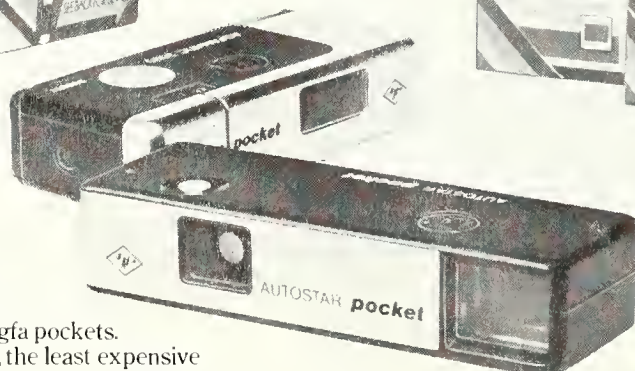
**CNS2**

Sure to be a best-seller with the new low prices combined with Agfa's consistent quality colour prints.



**Big value CT18 and CT21** in two-film Valupaks at your own special price. Your customers get the well-known benefits of natural colour, rapid processing and plastic frames plus an interesting special offer. Namely, £2 OFF Agfa's "Colour in Focus" Book—over 100 pages of expert advice from two leading photographers.

**The popular Agfamatic 2008 and Autostar Pocket**  
The Agfamatic 2008 with Philips Top Flash has quickly established itself as one of the most popular in the range of Agfa pockets. And the Autostar Pocket, the least expensive in the range, offers real value-for-money in low price cameras.



For basic trade prices contact your local Vestric branch.

**Vestric**



# COUNTERPOINTS

## Carousel toiletries launched by Benson Bear Brand



Benson Bear Brand are launching a new toiletries range, Carousel, through chemists. The range comprises creme foam bath in pine, cologne and rose (280ml, £0.45), egg and lemon, medicated and herbal shampoos (335ml, £0.45), and hairspray with conditioner (200g, £0.55; 130g, £0.42). *Benson Bear Brand Ltd, Benson House, Weir Road, London SW12.*

## Crabtree and Evelyn additions

Calendula (£1.50) is the name of a new suntan lotion from Crabtree & Evelyn. It is based on Calendula extract and Paba and comes in a 4fl oz plastic bottle. The company has also introduced a range of moisturising creams in 45g pots: Sweet fennel and water mint souffle for oily skins, wild rose and meadow sweet souffle for dry skins, apricot oil souffle for normal skins and birch leaf souffle for sensitive skins (all £1.50). *Crabtree & Evelyn, 24 New Bond Street, London W1.*

## Unichem offers

Shareholding members of Unichem are offered the following nationally-promoted products during the period May 2 to 26 at the discounts shown elsewhere in this issue: Anadin 24s, 50s & 100s; Arrid extra dry 130g, scented, unscented, light powder; Duracell Batteries, MN 1500 (4 cells), MN 1400 (2 cells), RM 675H (6 cells); Kleenex for men; Lilia 10s; Sensodyne toothpaste 45cc & 75cc; Supersoft hairspray 120g & 200g dry/extra hold/greasy/normal.

The first of Unichem's summer "Bargain buys" will be on offer between May 8 and 26 as follows: Alberto Balsam conditioner 100ml; Aspro 24s,

60s; Aspro Clear 16s; Batiste dry shampoo aerosol 90g & 175g; Brut 33 after shave 200ml (new size); Cussons Imperial Leather talc, 100g, 250g & 400g; Elastoplast Airstrip, medium 7920, family 7922 & finger 7924; Elastoplast stretch fabric, family 4122; Eye Dew; Fastidia 10s; Feminax 20s; Foamy regular 200g, 395g; Gillette G11 cartridges, platinum blades, super silver blades & Techmatic cartridges; Interdens sticks 5s; Johnson's baby shampoo 75ml, 125ml & 250ml (new sizes); Kotex New Freedom 10s; Kwell's; Libresse Comfort 10s; L'Onglex nail polish remover; Milumil baby milk 300g; Milupa infant food 150g & 120g (new varieties); Pears shampoo 80cc & 130cc; Scholls Airpillo insoles, women's size 4, 5, 6, men's size 7, 8, & 9; Scholls antiperspirant footspray 112g, dry powder footspray 112g, foot deodorant spray 112g & foot refresher spray 112g; Scholls rough skin remover; Scholls Zino corn pads; Soft & Gentle antiperspirant 150g blue/pink, 210g, new forest green/blue/pink; Sunsilk hairspray 120g, 200g & 320g; Supersoft shampoo, medium, beauty/lemon & vinegar/honey & almond/herb/chestnut; Toni casual hair colorant (all shades); Toni perm, super/gentle/regular, wholehead and tip; Toni body perm, wholehead; Vaseline Intensive Care lotion 90ml & 285ml, regular/herb. *Unichem Ltd, Crown House, Morden, Surrey.*

## Old Spice displays

May sees the start of the twelfth Old Spice national window display competition. This year the first prize is a two week holiday in Rio de Janeiro for two people. There are 10 second prizes of matched Samsonite suitcases.

Every retailer sending Shulton a photograph of their window display will be sent a hand-operated kitchen mixer. All stockists will be receiving a brochure and entry card with which they can order a display kit, or they can contact Peter Barnard at Shulton. *Shulton (Great Britain) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW.*

## New size Nunale

Dendron Ltd have introduced a new size Nunale cream available in a 30g tube at £0.15. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

## Payot address

The address of Payot Ltd is 139a New Bond Street, London W1, not as stated in *C&D*, April 15, p579.

## Crest and Wisdom joint offer

Crest and Wisdom are combining on a consumer promotion. For two proofs of purchase from Crest and two from any Wisdom toothbrush, consumers can obtain a free copy of the new Ladybird book, "Teeth", and a "busy brusher" badge. A counter dispenser is designed to encourage dual purchase of Crest and Wisdom and there will be a display contest for the trade. *Procter & Gamble Ltd, Gosforth, Newcastle-upon-Tyne. Addis Ltd, Hertford.*

## Fathers for Gerber

Gerber baby foods have launched a new £250,000 Press advertising campaign using the copy line "Fathers love Gerber baby foods". The advertisements, are scheduled to appear in women's magazines, specialist mother and baby monthly magazines and annuals over the next twelve months.

The company has also published a baby care chart for free distribution to mothers and use as a teaching aid by health visitors and baby clinics. The baby's progress can be followed on a graph and the chart has information on feeding, drinks, sleeping and bathing. Copies of the chart are inserted in some issues of *Mother and Parents*. *CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey.*

## 'Assertive' packs for Codis

Reckitt & Colman are giving a new look to another of their traditional brands. Codis packs in all sizes will appear, around mid-May, in the "much more assertive" colours of red, white and gold. The labels now comply with new regulations. *Reckitt & Colman pharmaceutical division, Dansom Lane, Hull.*

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Anadin:** All except U, E  
**Clearasil cream:** Ln, Sc  
**Foster Grant:** All areas  
**Gillette G11:** All areas  
**Odor Eaters:** All areas  
**Polaroid sunglasses and camera 1000:** All areas  
**Quickies:** Lc  
**Reactolite Rapide:** Ln, M, Lc, So, We, CI  
**Right Guard:** All except E  
**Signal:** All areas



# COUNTERPOINTS

## Harmony for styling, with blow dry variant

Elida Gibbs are replacing their Harmony setting lotion with Harmony styling lotion. Designed for the woman who wants to style her hair in a softer, less rigid fashion, the styling lotion (85g aerosol, £0.56) is in four variants. Normal, difficult and fine flyaway variants have been retained from the previous range but with completely new formulations and a new perfume. Harmony blow dry spray with conditioner is a new variant introduced to counteract the effects of heat whilst blow drying.

A £100,000 advertising campaign will start at the end of May in national newspapers. Also a major sampling of the new blow dry spray will be directed to hair drier users. One hundred thousand people buying a Moulinex no 1 hair drier will have a can of Harmony blow dry spray included in the box. *Elida Gibbs Ltd, P O Box 1DY, Portman Square, London W1A 1DY.*



are now exhausted and the product discontinued. Returns of stock will be accepted after Part III of the Medicines Act becomes fully effective on August 1. *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE.*

## Manufacturer of G500 tablets and aspirin and papaveretum

Arthur H. Cox Ltd say that they now manufacture G500 tablets containing hexamine mandelate 250mg and methionine 250mg. The product licence is held by Department of Health and the tablets are prescription only (250, £2 trade).

Similarly, Arthur H. Cox manufacture soluble tablets containing aspirin 500mg and papaveretum 10mg (100, £1.30 trade; 1,000, £11.50). These tablets were originally developed at Westminster Hospital for use in some terminal carcinomas. *Arthur H. Cox Ltd, 93 Lewes Road, Brighton 7, East Sussex.*

## Bon Voyage for travel sickness

Cupal Ltd have introduced Bon Voyage travel sickness tablets to their range. In packs of 10, each tablet contains 50mg cyclizine hydrochloride (£0.36). This is a Pharmacy Only item. *Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX.*

## Medicaire demand

The Wellcome Foundation regrets that because of unforeseen late winter demand, Medicaire is now out of stock for the remainder of the season. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH.*

## Vitamins for pets

Canovel vitamin mineral tablets and Catovel one-a-day condition tablets have been added to the range of Beecham's pet products (25 tablets, £0.36). They are available from wholesalers in cases of 60x25 tablets and there will be a launch offer to retailers until May 19. Literature and point of sale material available on request. *Beecham Animal Health, Brentford, Middlesex.*

## High fibre crispbread

Energen have launched Brancrisp, a high fibre crispbread, which unlike the other crispbreads in the range is not starch reduced. It has been introduced to appeal to the health conscious rather than the slimmer. Made primarily from wheat bran and wholemeal flour, it contains 35 per cent bran (21 slices, £0.23).

An advertising campaign breaks on June 5 in the main women's magazines and initially includes 10p-off coupons. *RHM Foods Ltd, 10 Victoria Road, London.*

## Nilodor flip-top

From the end of April Nilodor will be presented in a new double size flip-top dispenser made of high density polythene instead of glass. The new pack is said to be easier to use by the elderly and arthritics as Nilodor can now be released by shaking or squeezing and the flip-top means a one hand operation; it is also lighter and stronger than the old glass bottle. *Loxley Luxan Medical Supplies Ltd, Bessingby Estate, Bridlington, North Humberside.*

## PRESCRIPTION SPECIALITIES

### Serenid-D in strips

From May all packs of Serenid-D tablets 10mg and 15mg will be available in strip packs instead of loose tablets. Wyeth say this is part of their phased policy to introduce safety packs. *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks.*

### Another Dryptal pack

An additional pack of Dryptal tablets (frusemide 40mg) will be available from Berk Pharmaceuticals from May 2. The pack is an outer containing 20 Securitainers of 50 tablets (£26.11 trade). Berk also say that stocks of Lobidan tablets

## Spinhaler lip to aid patient

Fisons Ltd have slightly modified their Spinhaler by putting a lip around the mouth piece so that the patient knows how far to insert the Spinhaler into his mouth. From May 1 all prescriptions for Spinhaler should be dispensed with the new type (£1.55½ retail). Wholesalers will credit returned old stock, irrespective of where purchased. *Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

## Ronicol in 100s

Stocks of Ronicol tablets in 50 and 250 packs are now exhausted and a new 100 pack (£0.78 trade) has been introduced. No credit will be given for the 50 and 250 packs which should be sold out. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

## Phytocil bonus

Phytocil cream and powder are currently being promoted with direct buying terms of 24 charged as 20 or 12 as 11 in addition to the usual 12½ per cent extra discount on a £50 order or 10 per cent on a £25 order of any item from the Radian/Radiol/Wade and Biovital ranges. A concentrated campaign of advertising in the medical media runs until September. *Radiol Chemicals Ltd, Stepfield, Witham, Essex CM8 3AG.*



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OUTSTANDINGLY INTRUSIVE  
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NORTH AMERICA. NOW THE  
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TOP TOO.



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PRODUCTS

-sell through faster.



# WE'RE SENDING YOU OFF TO NORSCÄ



Norscä is the new name in the £157 million bathroom toiletries market.\*

This unique range of Foam Bath, Anti-Perspirant-deodorant and Soap, introduces a new concept in bathroom freshness – the freshness of Scandinavia.

## A MAJOR UK OPPORTUNITY

On the Continent, it's freshness that sells. Now it's going to happen here.

Norscä showed how – in a Yorkshire test – by carving itself a huge chunk of the bath toiletries market.

\*1978 Bath additives, Toilet soap, Anti-perspirant-deodorant market value estimates



# OUR CUSTOMERS

## £2,600,000 NATIONAL PROMOTION

Norscä is now going national with a massive promotional budget of £2,600,000. And that's just for this year!

A huge £950,000 is going into TV advertising with four 'freshness of Scandinavia' commercials set for peak viewing time commencing May.

Backing this is a high-powered, £90,000 press campaign featuring double-page colour spreads in top magazines.

## INTRODUCTORY MONEY-OFF PACKS

Your customers save money. Look how Norscä's money-off packs add to the sales impetus:-

Foam Bath-20p off standard size, 30p off large size.

Anti-Perspirant-deodorant-30p off economy size, 25p off large size, 20p off Roll-on.

Soap-4p off toilet size, 6p off bath size.

(All savings are compared with manufacturer's recommended price.)

## £9.5 MILLION SALES FORECAST

Your customers will soon be heading for Norscä. We're confident that, inside a year, sales will hit at least £9.5 million at RSP.

So give this exciting new range plenty of shelf space. You'll be amazed how your sales will take off.

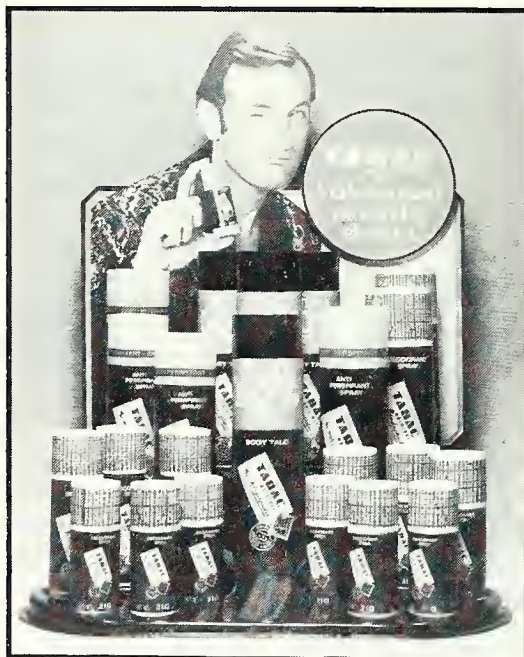
**New Norscä.**  
**For the freshness of Scandinavia.**





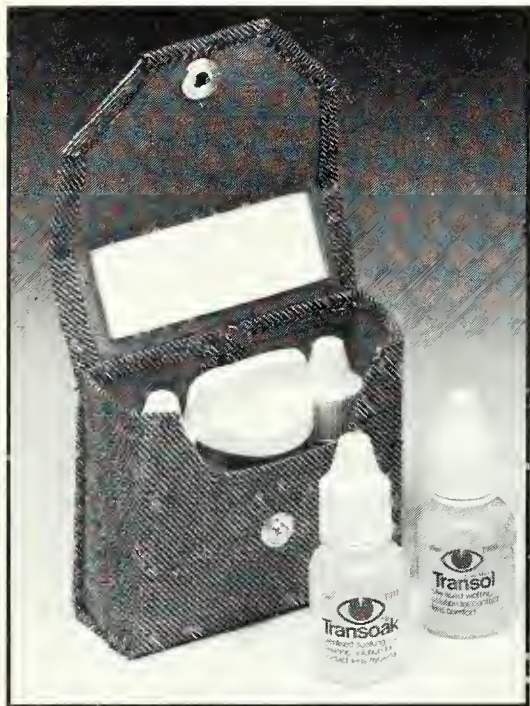
## Tabac deodorant parcel with talc bonus

A Tabac Original deodorant parcel is available with a counter merchandiser featuring Gerald Harper. The contents are three 50g deodorant sprays on the merchandiser and three back up stock, two 175g deodorant sprays and four back up, two 125g antiperspirant sprays and four back up, two 200g antiperspirant sprays and four back up, six 21g deodorant sticks and three 35g deodorant sticks with nine back up, and four 100g talcum powders with two back up. There is also a bonus of six free giant talcum powders. Eylure have negotiated with top show jumper David Broome to rename his famous horse Heatwave to Tabac Original for the current year. They will compete in top show jumping competitions in this country and in Europe. *Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cwmbran, Gwent.*



## Triokit lens case

Smith & Nephew have introduced Triokit TK8 replacing the TK7. This carrying kit for hard contact lenses is made of denim material and contains small bottles of Transol and Transoak and the container Transtore H. (£3.50) *Smith & Nephew Pharmaceuticals Ltd, Bessemer Road, Welwyn Garden City, Herts.*



## Lancome introduce sun products

Lancome have introduced a new range of four sun tan products called Hydra Bronz, with differing rates of protection for all skin types. Premier soleil creme (£2.85), protection rate 6, is said to be suitable for fair or sensitive skins and

is based on Lancome's Hydrix. Premier soleil lait teinte (£2.85), protection rate 5, is a protective tinted milk for the body which is also recommended for fair skins and children. Plein soleil lait (£2.85), protection rate 3, is a non tinted milk for skins already accustomed to the sun and apres soleil (£2.85) is a soothing and softening cream for use after exposure. Available for sale from mid-May.

The company has also added a range of lip glosses—Fondants a levres (£1.65). Available for sale from the beginning of May in four shades, raisin, apricot, cerise and peche. *Lancome (England) Ltd, 14 Grosvenor Street, London W1X 0AD.*

## Talc 69

Andre Philippe Ltd have added a talc to their 69 range (115g £0.69). Available in packs of one dozen for £5.15. *Andre Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6.*

## Country fresh Devin

Devin is the name of the new collection of country fresh fragrance products for men, from Aramis. The range comprises an eau de cologne (£10.50), after shave (£7.50), after shave soother (£7.00), light sporting cologne (£8.50), soap and case (£3.00), three cakes of soap (£6.50), outdoor hand formula (£4.25), cream shave (£3.00) and deodorant stick (£3.25). Estee Lauder, the creator of the new range describes the scent as "a country fragrance, fresh, crisp and sporting". *Aramis, 71 Grosvenor Street, London W1X 0BH.*

## Faberge additions and promotions

Fabergé are adding two new products to their Babe range of cosmetics. Four creme blushers and six creme eye shadows make up Babe's new soft creme colours. Amber frost, brazen brown, baked earth and scorched earth are the four soft creme blush colours (£1.65). The soft creme shadow (£1.50) comes in an automatic wand presentation in black grape, earthbound, sage, cafe au lait, ivory and sapphire. Both these products will be available for sale from May, when Fabergé will also be making available two new shades of light liquid make-up (£1.50) for the summer "look"; the new colours will be rich beige and real tan.

Currently available is a two for one offer on Babe fragrance. Consumers buying a bottle of Babe splash cologne or spray cologne will receive a 10ml Babe cologne atomiser free. The offer is open until June.

Summer sizes of Kiku and Xanadu cologne from Fabergé will be available from May until August. These 42g bottles will retail for £1.95. *Fabergé Inc, Ridgeway, Iwer, Bucks.*

## Three Musk products and skin perfume

Three new Musk products will be available from Houbigant stockists throughout the UK from May. These are Musk bubbling bath and shower gel (235ml £2.25), Musk body fragrance (100ml £2.25) and a Musk hand and body moisturiser (230ml £2.25). The company will also be introducing a liquid skin perfume for Quelques Fleurs following the successful launch of Chantilly liquid skin perfumes. Because this product contains no alcohol it evaporates slowly so that the fragrance lasts longer. It is therefore ideal for women who find perfume does not last long on their skins, or who have dry skins. Quelques Fleurs liquid skin perfume (£1.55) will be available from July. *Houbigant Ltd, Balcombe Road, Horley, Surrey RH6 7HF.*

## Four into one

New Era have packaged four products in one pack (£1.56 for four 25ml bottles)—Hymosa cleansing milk, herbal skin freshener, light moisturiser and vitamin E cream. A new stand containing testers of these products is available. *New Era Laboratories Ltd, 39 Wales Farm Road, London W3.*





'Biggest Ever Press Campaign'

**SPLASH OUT WITH £100,000 THIS SUMMER**

4711 are back in the big time.

£100,000 concentrated between May 15th and end of August.

Full colour pages in leading women's magazines.

Special Offers: free gifts for your customers.

Big profits for you —  
up to 44% on return.

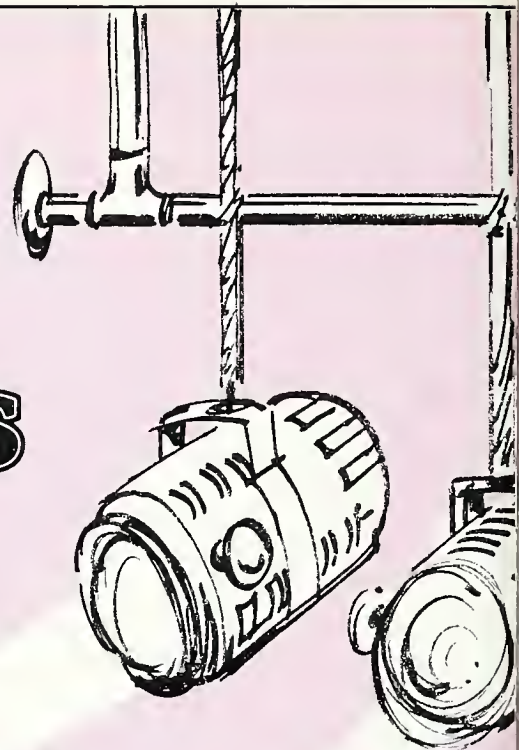


ORIGINAL COLOGNE  
In Splash-on, Spray or Solid Cologne.

Sold on behalf of Cologne Perfumery Ltd by:  
Alberto Culver, Telford Road, Basingstoke, Hants, RG21 2YZ. Tel: 0256 57222.



# A Variety of Star Offers



**Supersoft  
Hairspray  
20% off**

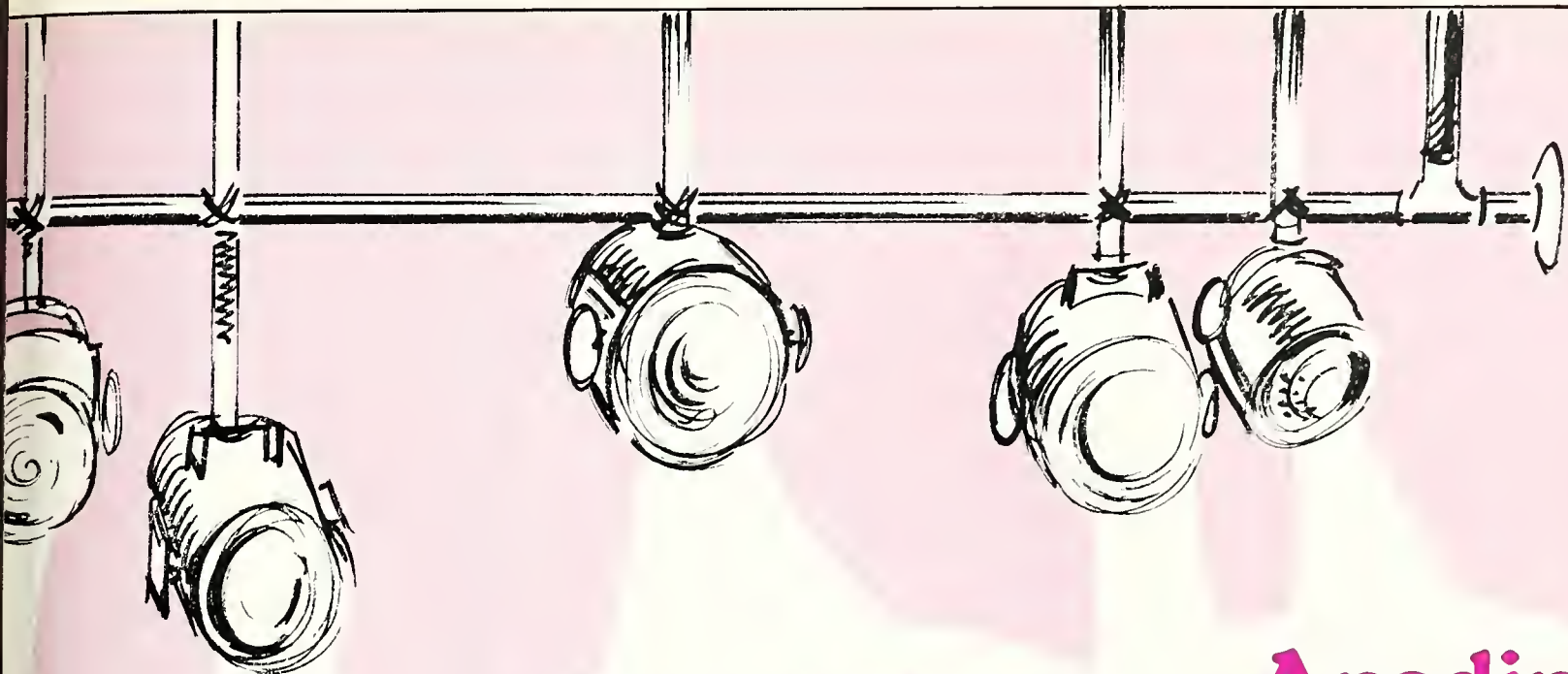
**Kleenex  
For Men  
12½% off**

**Duracell  
Batteries  
12½% off**

## For UniChem Members

**Offers available 2nd - 26th May - While stocks last**





**Sensodyne**  
TOOTHPASTE  
**15% off**

**Anadin**  
**10% off**

**Lilia 10's**  
**12½% off**

**Arrid**  
EXTRA DRY  
**30% off**

**PLUS**

**A FURTHER 6% TO 10% DISCOUNT**

**in the form of profit-sharing rebate.**

**Shouldn't you be part of your own wholesale organisation??  
Why not find out the facts now.**

To: J.A.L. Speller, General Sales Manager, UniChem Ltd.,  
Crown House, Morden, Surrey SM4 5EF.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

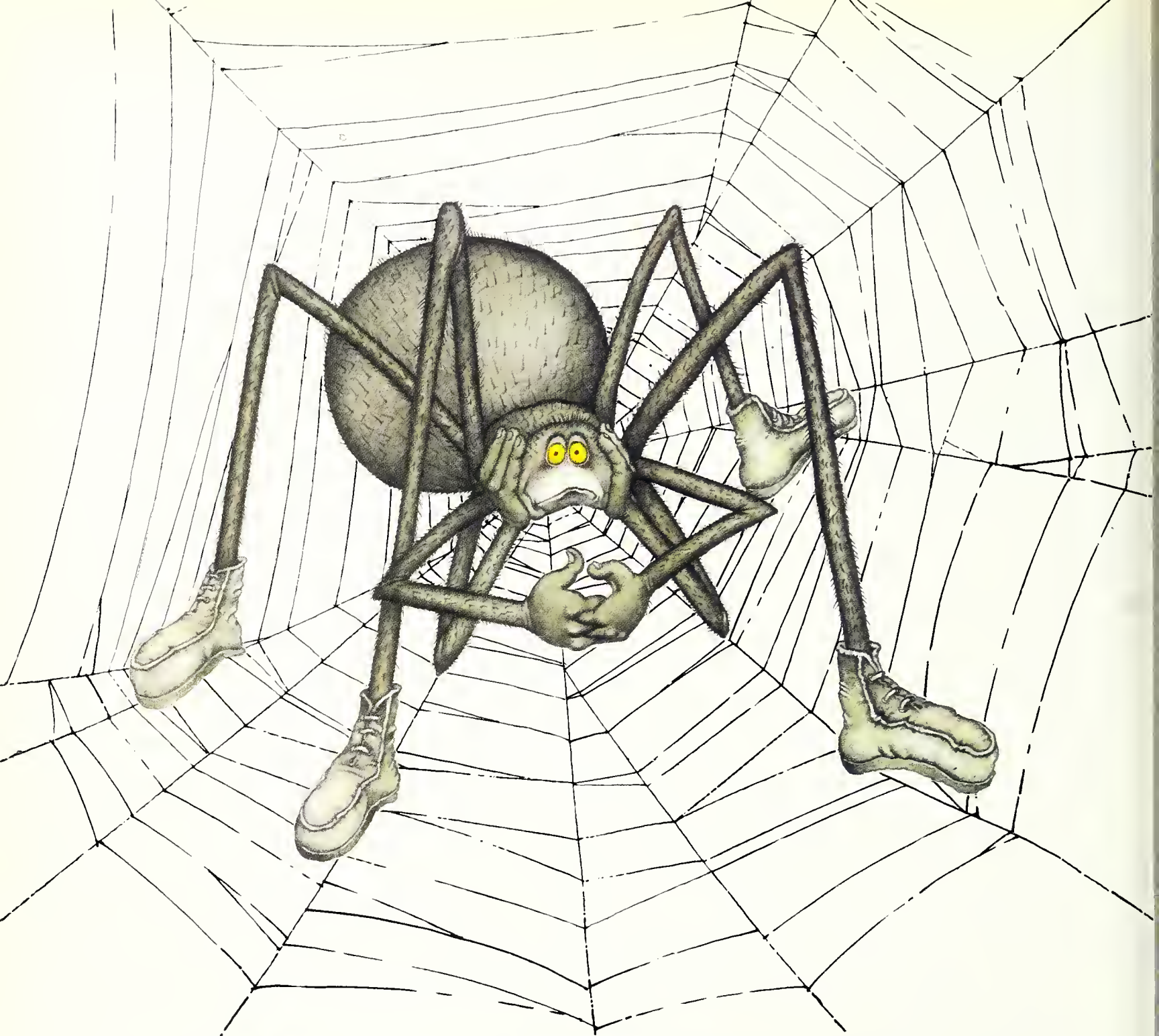
DATE \_\_\_\_\_



*I am an Independent Retail Pharmacist and would  
like further information about UniChem.*

CD/5/78





## Once again, our biggest rival isn't advertising this summer.

We have to admit his method of killing flies is very effective, if a trifle old-fashioned.

On the other hand we can offer you three equally effective but rather more modern methods: Vapona Flykiller, Vapona Small Space Flykiller and Vapona Aerosol.

And, unlike, our rival, we put our money where our mouth is when it comes to advertising.

This summer alone we are spending over £200,000 on a seven week national TV. campaign.

With full supporting P.O.S. material. If last summer is anything to go by,

that should represent almost 90% of the advertising on all insecticides.

The point is, we know our advertising works. You only have to look at the success of Vapona.

Last year we increased our share of the slow release insecticide market to 63%. Now we're the brand leader in every retail sector.

Quite simply, nobody offers a better range or bigger support.

No wonder more and more people are asking for Vapona by name.

If you'd like to know more about Vapona's promotional plans, contact:

Smith and Nephew Ltd., Bessemer Road, Welwyn Garden City, Herts.

Stock Vapona and you can make a killing all summer long.



**Vapona.**  
Kills flies all summer long.



# Fly killers and air fresheners

## Rapidly expanding markets

Only one-third of households in the UK currently use an insecticide, in spite of frequent warnings of the dangers associated with poor standards of hygiene in the home and the alarming upward trend in food poisoning figures. Reported cases of food poisoning in England almost doubled from 5,938 in 1972 to 11,916 in 1976, and thousands of cases go unreported. It is not possible to assess how many of these cases are caused by contamination but it could well be a substantial number, particularly in a hot summer when flies feed and breed in vast numbers.

The fact that two-thirds of UK households, that is about ten million houses, do not use insecticides is a measure of the untapped potential for fly killers and other domestic insecticidal products. Currently the total market is estimated at between £10 million and £11 million at consumer prices, and the bulk of sales are concentrated into four months of the year.

A number of different types of fly killer are on the market, ranging from the traditional sticky flypaper to aerosol sprays, solid slow-release products and contact fly killers. Aerosols are stated to account for £5.5m of the market and slow-release products for £4.2m. Research by Bayer during the development of their new Mafu range revealed marked differences in the attitude of purchasers of household insecticides to such factors as safety and mode of action. Strong preferences were also found for particular types of product—spray, solid block, or flypaper. The one point on which there was general agreement was that fly killers should be instantly effective.

The Mafu range introduced in the UK earlier this year by Bayer's newly formed consumer products group, Burrell Road, Haywards Heath, Sussex RH16 1TP, includes a long-lasting spray, a contact fly killer containing propoxur, and three products based on dichlorvos, one in the

form of an impregnated polyurethane block and the other two in strip form. Advertising support is being provided during May, June and July by a £400,000 campaign, claimed to be more than double the amount spent advertising all household insecticides last year.

A six-week television burst, with 84 spots nationwide starting in the first week of June, accounts for £252,000, and a further £80,000 is going into Press advertising commencing in May. In addition there will be full-page colour insertions in *Woman's Weekly*, *Woman's Realm*, *My Weekly*, *People's Friend*, *Good Housekeeping*, *Family Circle*, *She*, *Living* and *Annabel*. New point-of-sale material is to be available in the near future and there will be a number of bonus deals and below-the-line promotions.

### Market leader for 11 years

Vapona, distributed to the chemist trade by Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts, is claimed to account for 63 per cent of the slow-release sector and to have been the market leader every year since its launch 11 years ago. It has also regularly accounted for over 80 per cent of all advertising expenditure on insecticides.

The company says that the poor weather last summer produced a "hiccup" in what had been a steadily growing market. However, they are increasing their advertising support this year, spearheaded by a new television commercial backed up by a comprehensive package of point-of-sale material. The television commercial is to be screened in all areas from May to July.

With the backing of Shell research, the Vapona range has been continuously up-dated and improved. It includes an aerosol spray, a re-closable strip fly killer for living areas, and a smaller model for use in cupboards, caravans, etc. Smith and Nephew say that the chemist sector will remain the prime outlet for these products.

### Turnover increased 15 per cent

E. C. De Witt & Co Ltd, Seymour Road, London E10 7LX, report that their Dethlac range of insecticides, which include a fly spray, an insecticidal lacquer and a slow-release fly strip, have increased their turnover by 15 per cent in the past twelve months. A generous trade bonus is currently available to both wholesalers and retailers of this range, and a high-frequency advertising campaign is planned for May to September in *Amateur Gardening*, *Gardening News*, *Popular Gardening* and *Practical Gardening*.

The company expects last year's growth in sales to be improved in the

future as a result of their advertising and increased public awareness of the health risks associated with insects.

### Extra value pack

Wellcome Foundation Ltd, Ravens Lane, Berkhamsted, Herts, makers of Cooper fly killer, claimed to be the brand leader in the aerosol fly killer market, aim to further raise its brand share with a new "extra value" flashed pack, with contents increased to 135g. It will be promoted through major chemist wholesalers with substantial discounts on the basic trade price of £3.75 per dozen.

Cooper fly killer is made from natural and synthetic pyrethroids which, when used as directed, are safe for use near food and in the presence of humans. It is effective against wasps, mosquitoes and other insects as well as flies.

In the air freshener field, Cooper Freshaire is being promoted at present through chemist wholesalers.

### A new pace setter

Secto Co Ltd claim to be the first British company to manufacture a slow-release insecticide in the UK in 1968, and are now among the brand leaders in the field. Secto products are marketed by the associated company Cupal Ltd, King Street, Blackburn, Lancashire BB2 2DX. This company plans to market a new type of slow-release insecticide pack next month—the Sectovap Space Setter, which has a number of unique features and is expected to set a new standard in controllable slow-release devices.

### Controllable cassette

The Doom range of domestic insecticides manufactured by Napa Products Ltd, Queens House, Paragon Street, Hull HU1 3NQ, and distributed by Bellair Cosmetics Ltd, New Road, Winsford, Cheshire, includes an aerosol fly killer, a slow-release strip, and a slow-release controllable cassette. The slow-release strip is to be phased out at the end of the current season. All Doom products will be advertised in the national Press during the summer and are offered to the trade with an incentive bonus.

### Flypapers make a comeback

Some ten years ago it was almost impossible to obtain an old-fashioned sticky flypaper, but the past couple of years have witnessed a revival and the market is currently estimated at perhaps £170,000 per annum. Among the companies in this field are Bee Ply Ltd, Bencross House, Rose Lane, Liverpool L18 8DH, with their Honeypot brand, and Sorex (Lon-



An adult blow-fly (photograph by courtesy of Wellcome Foundation)



# Fly killers and air fresheners

Continued from p673

don) Ltd, Fulton House, Empire Way, Wembley, Middlesex HA9 0LT. The latter company is this week introducing a pack of three flypapers to retail at £0.30; minimum trade orders are for one gross at £8.80 plus VAT.

The reason for the growing popularity of the traditional flypaper is not solely price—there is a growing awareness that insecticide is left in the atmosphere after use of an aerosol and all the time a slow-release fly killer is open. Research by Sorex has shown that the efficiency of the traditional flypaper is not improved by incorporating an insect attractant or by colouring them.

## All day protection

In aerosol insecticides, the consumer gains significant advantage through using dichlorvos-based products which give all day protection from just one spray, according to Airwick (UK) Ltd, Manchester Old Road, Rhodes, Middleton, Manchester M24 4RH. This company states that their Fly-tox vapour spray was the original product of this type.

Other products in the Fly-tox range are two reclosable slow-release fly killers, System 1 and System 2, the first being for small rooms such as kitchens, and the second for living rooms. The Fly-tox

range is being supported this year by heavy weight promotional activity.

Airwick consumer products are currently distributed by Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, but after June 19 distribution will be by Beecham Proprietaries, Beecham House, Brentford, Middlesex TW8 9BD.

## Air fresheners

A year ago the market for solid and liquid air fresheners was worth £2.8 million, but with an annual growth rate of 41 per cent it had risen to £4.1 million by the end of 1977, according to Johnson Wax Ltd, Frimley Green, Camberley, Surrey. This company's Glade solid, launched in 1976, is claimed to be the market leader. Sales increased 50 per cent in sterling terms in the past six months and now account for 43 per cent of the market.

The company attributes the success of Glade solid partly to the container which is appropriate for every room in the house and partly to the choice of six fragrances all of which eliminate lingering odours and provide continuous freshness for up to eight weeks.

Another Johnson Wax product, Glade aerosol, is in second place in the aerosol air freshener market with a 20 per cent share of a total of £5.2 million. Sales are currently increasing 40 per cent a year, even though there has been no direct advertising.

Johnson Wax are regularly promoting both brands, and Glade solid has bene-

fited from a nation-wide television campaign in March. The makers state that this product moves very quickly with promotion and that it is stocked by most multiple chemists. However, they find that the independents appear not so aware of the profit potential, even though it is available from most major wholesalers servicing the chemist trade.

## Choice of fragrances

Airwick (UK) Ltd, Manchester Old Road, Rhodes, Middleton, Manchester M24 4RH, report that the recent addition of honeysuckle to their range of solid air fresheners has been highly successful and that the television advertising support given to it has contributed significantly to the recent growth in the company's share of the market. Three other fragrances are also available—rose, lemon and natural—in addition to the original Airwick liquid.

It has been found that 76 per cent of air fresheners are used in just two rooms—kitchen and toilet—and Airwick produce a citrus fragrance for the former and pine for the latter, these products being particularly effective in combating the particular types of unwanted odours found in these rooms.

Continued support for the air freshener range is planned with both television advertising and colour advertisements in women's magazines. Airwick consumer products are currently distributed by Jeyes, but from June 19 distribution will be by Beecham Proprietaries (see above).



**Honeypot kills flies. Simply. Safely. Cheaply. -And fast!**

Honeypot sales are booming, and it's easy to see why...

- Real hygiene—no chemical sprays to contaminate food.
- It's cheap—at a fraction of the cost of other competitors on the market.
- It's efficient—insects stick fast and die within seconds, without scattering or spreading germs. Hang Honeypot anywhere—it's harmless to children.

Order now from your wholesaler or contact:  
**BEEPLY LTD., Benross House, Rose Lane, Liverpool L18 8DH. Tel: 051-724 2261 (10 lines) or telex 627777**

Export quotations direct from sole concessionaires and registered holders of Honeypot—BEEPLY LTD.  
 A member of the Ross group of Companies.



**SECTOVAP Fly killer**

**BRITAIN'S GREAT INSECTICIDE RANGE FROM**

**Secto®**

**FLY KILLERS**

**'SECTOVAP' KITCHEN SIZE SLOW RELEASE FLY KILLER**  
 In attractive fully assembled plastic holder with shutter control (Patented). For medium to smaller rooms. Lasts up to 4 months.

**'SECTO' SUPERFAST FLY KILLER AEROSOL**  
 In standard Super Household and Jumbo sizes. Rapid knockdown and destruction of all flying insects. Safe-near-food formula. Also full supporting range of insecticidal products for household, greenhouse and garden.

**& AIR FRESHENERS**

Secto offer a most comprehensive range of ASTRAL quality air freshener products—aerosols, gels, blocks, car freshener units, toilet and lavatory fresheners and cleaners etc. Send for details of full range of both fly killers and air fresheners to

**CUPAL LTD, KING STREET, BLACKBURN BB2 2DX**  
 Telephone: 0254 50321

● Secto—the name for quality products ●



NOW  
Extra safe  
Lighter weight



DUREX  
nu-form  
**extra safe**

3 SHAPED PROTECTIVES  
With CONTRACEPTIVE LUBRICANT

# And your sales are extra safe too.

The makers of *Durex* sheaths have added a new product to their range.

It's called *Durex Nu-Form Extra Safe*.

It has a spermicidal lubricant, so it's the most reliable sheath available.

Because there's a new generation of women who are considering coming off the pill, *Nu-Form Extra Safe* will be of great interest to them.

Their husbands will find it interesting too. For the simple reason, *Nu-Form Extra Safe* has now been made more

sensitive by combining a lighter sheath with *Nu-Form's* less constricting shape.

That's why we're taking whole pages in major women's magazines.

And large advertisements in national press.

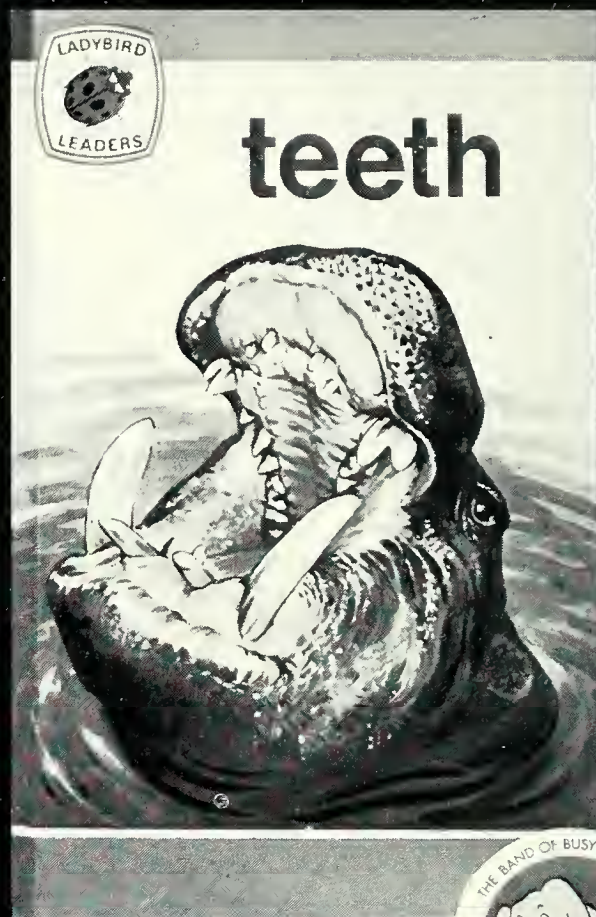
In fact this will be the biggest promotional launch ever onto the contraceptive market.

So if you want to keep your customers satisfied you'd better start stocking up with *Nu-Form Extra Safe* now.

*Durex Nu-Form Extra Safe* is a trade mark.



# This offer will put 'teeth' in your sales!



Crest and Wisdom, leaders in decay-preventive toothpastes and toothbrushes, have teamed up in an exclusive consumer promotion.

We've specially commissioned a book, "Teeth," from the fast-selling Ladybird range of children's books. And it's currently exclusive to us!

This is the promotion.

Your customers send to us two proofs of purchase from Crest and two proofs from any Wisdom toothbrush. In return we send them post free our exclusive offer, the new Ladybird book, "Teeth," and a Busy Brusher Badge. Your customers will be the first to receive this book. And Ladybirds are big news amongst children.

Here's how it works.

This exciting ethical offer is specially designed for chemists. And to make the most of this unique opportunity, your wholesaler will be sending you a kit. It contains a counter-top dispenser designed to encourage dual purchase of Crest and Wisdom. Customers' application forms are included. (There'll be a special display contest with prizes for you as well.)

High Volume.

Order extra Crest from your wholesaler and extra Wisdom toothbrushes from your Addis salesman now. This offer is designed to help you sell Crest and Wisdom together—in high volumes.

## Use the dispenser, and sell these two great products together.





# Putting the Budget into perspective

A financial focus by Keith Clarke

At certain times of the year, for example the Grand National and the Budget, a number of us overlook some simple truths that at other times we keep clearly in front of us. The real winners in the racing game are the bookies. They fix the odds and only a small minority are going to win anything at all. So who worries about that? Within moderation, it's a bit of fun—we know we are unlikely to win but the excitement is enjoyable and provides a talking point for days. The situation is similar with the Budget. Politics is about power: gaining it and hanging on to it for as long as possible.

The dominant feature of this Budget was the uncertainty of the next General Election date, as Mr Healey had many factions within society to appease, as well as many voters to woo. Reading the papers the following morning, it appeared that his polished radio performance from the House of Commons, together with his comforting words on television in the evening, had won the day. Headlines on City pages ran variously from "Pound and shares celebrate" to "Little complaint as Budget contains few surprises". However, by the next day analysts had read the small print and digested the implications. The headlines resounded ominously: "The credibility gap that plagues Dennis", "Retail trade has mixed views" and "Share prices tumble".

## Tax situation

On the tax front, it soon became apparent that, after setting off tax reductions against substantial increases in National Insurance contributions to help pay for the new pension plan, the average family will be about 50p better off. Dennis Healey's hints, backed up by Joel Barnett, Chief Secretary of the Treasury, that a further Budget—either in July or at another convenient pre-election time—was in the offing sent equities, gilts and sterling crashing.

An underlying problem is that Mr Healey has rejected the Treasury Model's forecast about Britain's imports. As Brian Reading, director of Euro-money and chairman of the Independent Treasury Economic Model Club, said in the *Daily Mail*, Britain's balance of payments surplus will melt away next year. The ITEM Club, using Mr Healey's own economic model but without the whitewash, forecast an £850m deficit this year and price inflation back in double figures next year, due to the probable crash of sterling on the exchange.

The city's judgment seems to be that Dennis' "piece of paper", whilst presented in a polished manner to placate Liberals, unions, the CBI and traditional

Labour voters alike, is merely a holding operation until the date of the General Election is decided by Jim Callaghan.

## Small business benefits

Even in the Grand National some of the horses finish the rugged 29 fence course and present their hopeful backers with a few pennies. The small business horse owned by Jim Callaghan and ridden by Harold Lever was a clear winner. The measures, although not applying exclusively to small businesses with under 200 employees, were designed specifically for this group of one million businesses which, in total, employ six million people or a quarter of the workforce. The package so far includes:

- ☐ An improvement in income tax relief on new companies
- ☐ The raising of the level at which small companies are liable for corporation tax
- ☐ The raising of the thresholds for capital transfer tax relief
- ☐ The raising of the limits for relief from capital gains tax
- ☐ VAT form filling to be reduced
- ☐ VAT registration level increased to £10,000
- ☐ A cut in Government form-filling.
- ☐ An extension of Government subsidy for employment in small firms
- ☐ An expansion of the Government counselling service for small firms
- ☐ An extension of State aid for certain projects by small firms
- ☐ Government aid for companies expanding into export areas
- ☐ Central city developments to be aided by local authorities
- ☐ State aid for rural industries to be increased.

Although a number of these measures are only extensions of existing aid, the total package appears impressive. The cynic may well ask, why the interest in small firms by, of all people, the Labour Party? Whilst it is true that the number of small firms has been decreasing in recent months, the problems affecting this minority sector are hardly new. The Bolton Committee, which was set up in 1968, made its recommendations in 1971, resulting in minor tax concessions and the creation of the small firms division within the Department of Industry. However, now that the Conservative Party has launched its own "small business bureau" and the CBI has jumped onto the same bandwagon by setting up a new small firms directorate and producing a policy called "Small business—Big future", a number of local chambers of commerce, determined not to be left out, have emphasised the place for the small businessman.

So what is it all about? To an extent,

hanging on to power. The Labour Party is presiding over one and a half million unemployed, with forecasters showing that this is likely to rise to staggering proportions in the early eighties. Estimates vary between two and a half million and five million. More moderate Labour Ministers are rejecting the theory that large nationalised industries are necessarily efficient. Few corporations show a demand for more labour within the foreseeable future. Likewise in the private sector. The theory of the sixties, that industrial efficiency could be achieved by rationalisation through mergers has not stood the test of time.

There is also a limit to the extension of the Civil Service and other non-productive public services, whatever many civil servants and left wingers may think. More people are feeling that the unemployment levels will only be reduced if the small businessman and those with entrepreneurial drive are released from the mire of government paperwork and allowed to get on with their business of producing widgets or whatever, so that their success will allow them to take on extra labour. If every small business took on one extra person, the unemployment level would be down to the half million or so mark which is seen as acceptable.

Consequently, for those in smaller businesses the help offered in the Lever package, and that still to come over the next few months, may amount to a genuine effort on the part of bureaucrats and politicians alike to aid those struggling at the lower end of the industrial spectrum. The time is certainly ripe for those engaged in smaller businesses to make their needs known through chambers of commerce, the CBI and small firms information centres located throughout the land. It is unlikely that a similar chance to be heard will occur for many a long decade. So now is the time to revolt against endless form filling and bureaucratic intervention. Make your voice heard.

## Simpler VAT form in the autumn

A simplified VAT return form (VAT 100) will come into use in the autumn as a result of the recent review of VAT. This was announced by the Financial Secretary to the Treasury, Mr Robert Sheldon, during the Budget debate.

The current, four-page form has 26 boxes for figures, whereas the new single sheet version has only 12 boxes on one side. The section for completion by partly exempt traders (section D on the present form) has been abolished following a revision of the partial exemption rules, and the "statistical" information required in Part B of the old form is reduced to two boxes for total sales and total purchases.

Traders who wish to see the new form should write for a copy to HM Customs & Excise, Room 307, Knollys House, Byward Street, London EC3R 5AY.



# Marketing concept is a new way of life

*The sixth World Conference of Retailers was held in London last week. Organised by the international division of the National Retail Merchants' Association and the Retail Consortium, it is the first international retailing conference to be held in England. The conference theme was "Formula for retail growth and profitability" and it was attended by over 600 delegates from 32 countries. Some of the speakers' addresses are reported below.*

Modern retail management, education and training is far too much technique orientated and far too little concerned with developing entrepreneurs and merchants, believes Mr D. Greensmith, group managing director, Lewis-Selfridge Group. Entrepreneurs were the salt of the retail earth, he said.

Speaking on "The marketing concept applied to retailing" Mr Greensmith said the concept was the mental processes of the true merchants translated into a workable discipline. It was not just a new technique but a new way of life for adventurous, progressive, open-minded retailers, an attempt to create a discipline from all those attributes admired in the entrepreneur and the merchant. It was, he said, a process which started with the consumer and information about him, moved to a strategy and the positioning of stores in the market place, resulted in a plan and was ultimately expressed in a totality of presentation. That totality involved merchandise, public relations, advertising, display, staff, staff training and those 1,001 other things known to retailers.

## Partial failure

His enthusiasm for the marketing concept, he said, started as a result of seeking reasons for his company's partial failure. He concluded that his company had not done enough to update itself—to react to consumer and market place changes. It was not consumer orientated and too inclined to "Sell what it could buy" rather than "Buy what it could sell".

When searching for solutions, Mr Greensmith said, he recalled as education and training officer for Boots, writing the history of the company with particular reference to Jesse Boot, its founder, who had been a true marketing man, applying the marketing concept. Starting at the age of 13 in his parents' tiny shop, he knew the neighbourhood and the people intimately. He studied psychology in order to understand them even better. He studied his customers and then bought what he learned to know they would want to buy. He studied the art of selling to them. He gave his business an ethical base, pharmacy, in order to improve its image with the more up-market customers and the medical profession. He learned the importance and the art of companion

sales. He studied the competition and outwitted all of them when he became the first discounter of quality goods. He integrated the whole commercial process of his business and made it a cohesive entity. It was an integration which started with the consumer and involved everything back from that point.

Applying the marketing concept to retailing required several steps, Mr Greensmith continued, the first of which was research. Three areas of information were needed—about consumers, the market place including developments and competition, and merchandise. He warned, however, that such a step could not be completed "overnight".

## Do's and don'ts

Suggesting some "Do's and don'ts" he pointed out that market research was a subject requiring professional help. Precision in market definition was necessary to avoid imprecise instructions being given to buyers. Consumer research should be designed to produce information about the emerging interests, needs, desires and value patterns of groups of people. The task was to supply the consumer with "what she wants when she's ready".

Research was a continuous process—success in spotting emerging market trends, and quickly translating them into merchandise and a selling operation was one of the most potent factors in sorting out "the highly profitable, flexible, progressive sheep from the less profitable, stereotyped, tethered goats," he warned.

It was of tremendous importance to obtain as much valid information about the company's image as possible. Success in improving that image would be the most important determinant of future customer traffic level, but when identifying those groups for which it is intended to cater the restrictions imposed by the consumer image must be remembered. Carefully documented evidence about the competition at both a national and local level was also required.

The marketing plan to be developed from the research data, depended on the management structure. However, the usual structure of chief executive, directors and "staff" management relationships was a hindrance to the marketing concept. He proposed horizontal line management divisions based on related



Mr D. Greensmith

merchandise, grouped for the purposes of marketing. The fundamental change was that the line management responsibility exercised through divisional marketing heads extended throughout the chain of business events. They were concerned with a specific group of consumers, controlled a part of each store and the sales staff, and had a divisional marketing plan based on research, integrating buying, selling, advertising, display, etc.

The result would be strong centralised planning and control linked with effective decentralised authority for implementation, Mr Greensmith suggested.

## 'Look upon the consumer as a partner'

A plea for retailers to look upon the consumer as a partner in the search for prosperity was made by Mr J. Braun, a counsellor in Consumer and Common Market Affairs in London. Speaking on "Consumerism—a growing challenge" he said a fair deal would give a fair profit.

All (not just most) retailers, he said, should have a clear cut redress procedure. Where matters were dictated by suppliers, the retailer should consider how far to go in accepting goods which did not measure up to his own standards.

The voice of the consumer could be heard at various levels within the EEC. Members of the European Parliament took up consumer matters, there were less than a dozen consumer representatives on the 144-strong Economic and Social Committee, and within the Environment and Consumer Protection Service of the Commission there was a directorate recently entitled "Promotion of consumer interests".

Having got the voice it had to be heard, Mr Braun said, and it was a major achievement to obtain the approval of the Council of Ministers to the Community programme for consumer protection and information. The five basic rights accorded were: protection of health and safety; protection of economic interests; redress; information and education; representation.



# Retailing in 2001

The corner convenience shop could have a great resurgence and become one of the most profitable types of retailing by the year 2001, predicts Mr A. S. Noble, director of development and planning, Debenhams Ltd.

It will be one of the manifestations of the return of personal service and a way in which governments, by supporting small businesses, could alleviate unemployment, he continued. He foresaw little or no development of out-of-town shopping centres in Britain and even fringe centres would not reach the numbers predicted. A return to the development of town and city centre with heavy emphasis on public transport and pedestrianised centres with communal energy-saving schemes was also likely.

Mr Noble based his conclusions on the assumption that there would be a major energy crisis in the 1990s, making oil products no longer widely available for personal transport and heating. He said the timing of the crisis would vary in different parts of the world and much would depend on US policy in the next ten years. Any retailing not easily accessible by foot, bicycle or public transport would be in extreme jeopardy he felt and he therefore argued that part of the North Sea oil revenue should

be spent on the best possible and most energy-efficient public transport systems.

Turning to computerisation, Mr Noble said he had seen a forecast of two million terminals installed in the Western world in the next 10 years. Highly sophisticated systems offered both opportunities and threats to retailers he thought. Communications between retailer and customer, retailer and supplier or within retailing companies were opening up. He spoke of a "home computer" offered in the USA for under \$300 using the domestic television set for output. The Post Office's Viewdata system offered to the public experimentally from January 1979, brought nearer the technology for "armchair shopping". He predicted this would be restricted to food and items of known value for some time, and would involve advance ordering for home delivery or collection on arrival.

An increasing polarisation of store types would occur with department stores offering an assortment of goods and services "up-market" (although classless), variety chains providing the basics in limited ranges at keen prices and the specialists offering expertise and a wide range in a narrow sector. Apart from the small convenience stores the general pat-

tern would probably be a greater concentration into large companies and diversification into new retail formats. There was also likely to be more internationalisation of retailing companies.

Mr Noble said retailers might have to offer staff more services such as creches for children below school age if working hours become "un-social", special transport arrangements because private transport may be scarce or non-existent. Staff will have to be better trained, more highly motivated and of much higher average ability than in the past. In conclusion Mr Noble pointed out that as long as the world lives, retailing could not die. It would form and reform to satisfy man's basic needs and his acquisitive instincts.

On the same theme—retailing in 2001, Mr D. Seibert, chairman, J. C. Penney Co, New York, thought people would be just as interested in testing merchandise before purchasing, particularly fresh foods and clothes, and consequently once in a store would not go home to buy the rest of the shopping through a computer. Catalogue home shopping accounted for only four to five per cent of purchases in the USA—the same proportion as 25 years ago.

He predicted changing lifestyles would bring shorter, more flexible working hours and more leisure time. For many people today (and in the past) he said, shopping was a recreation—a place to socialise. It would need to remain so to compete for leisure time.

## Updating objectives as a management style

Management by objective update was in itself a style of management to help the executive carry out managerial responsibilities yet allow a company with several divisions to develop a unified style. It was not a personal programme superimposed on an existing management system, Mr D. Babcock, chairman of May Department Stores Co, USA, stressed at the conference.

After tracing the history of management style in America, Mr Babcock said that today, social forces played a far greater role in determining manager's methods. To make a real contribution to the quality of life, managers had to make certain that employees had an opportunity to receive personal satisfaction from their work in addition to fair compensation. The labour force was now better educated and more affluent, and people at all levels demanded an opportunity to participate in the decision-making process when it affected their lives.

Managerial control requires a delicate balance. Too little could produce unpleasant surprises, too much could stifle initiative and slow down progress. It should be geared to the experience of the individual or to the difficulty or importance of the project, Mr Babcock suggested. Probably the most difficult

yet important managerial function was appraisal of results. Everyone wanted to know how they were doing but few executives were qualified to handle skillfully an appraisal interview. A manager was a leader of people, but 80 per cent of executive failure was due to the inability of the manager to lead, motivate and integrate people to achieve common objectives, Mr Babcock proposed, and that was where management by objective update was of value.

A total MBO system consisted of five separate activities:—

□ A position description listing clearly the activities for which the manager is responsible. It also stated the authority vested in the position and the relationship it bore to other positions in the organisation.

□ Standards of performance, setting out what was considered a satisfactory result for each responsibility. This step should develop a clear understanding between manager and subordinate about performance on each responsibility and what is required to produce "excellent" results. Anything less than the standard would represent unsatisfactory performance.

□ Establishing objectives takes years of experience before they become truly meaningful. In general, the number

should be limited even though the position description may indicate several more specific responsibilities. However, those chosen should deal with the responsibilities making the greatest impact on results. Objectives should be strenuous, but achievable, and measurable. They should be mutually agreed between superior and subordinate, should generate work and must be commitments not just good intentions.

□ Progress reviews ensure a one to one communication where the manager has an opportunity to fulfil his responsibility for coaching and counselling. The progress review should be scheduled at the time objectives are established and is best put in the hands of the subordinate to ask for meetings.

□ Appraisal of results is probably the hardest job. The best approach is to let the subordinate appraise himself. He is apt to be more critical of his results and it is always easier for an executive to say he failed to accomplish an objective than to listen to a criticism. Important rules are to establish the review date well in advance so both parties have time to prepare; avoid discussing personality and work habits, etc; include all responsibilities in the review; have the subordinate furnish in writing, in advance, his appraisal of results to detect wide differences of opinion. Allow the individual to carry the discussion at the same time asking questions and challenging where necessary.



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# The benefits of prepacking in retail pharmacy

by Dr A. Li Wan Po, department of pharmacy, University of Aston

In a recent study (1), prepacking was shown to be a means of increasing efficiency in general practice pharmacies. The results presented were from privately-owned independent pharmacies and it was suggested that the results could be different for multiples—mainly because of the anticipated difference in prescription profiles between the two types of pharmacies. The present study was done to determine whether prepacking would be useful in a pharmacy forming part of a multiple chain and with a higher prescription turnover than those in the previous survey. In doing so, the characteristics which differentiate the two types of pharmacies were also studied and attempts made to identify periods of the year during which prepacking would be particularly useful.

## Methods

A total of 12,000 prescriptions was collected and analysed from a multiple pharmacy over two years. Relevant results were then compared with data obtained from a privately-owned independent pharmacy. Of the 12,000 prescriptions, 4,000 were "urgent" ones written and dispensed on Sundays, 4,000 were dispensed in June 1976 at the height of the allergic rhinitis (hay fever) season, 2,000 were dispensed in February 1976 at the peak of the influenza-cold outbreak while the remaining 2,000 were collected during "normal" periods of the year.

## Comparison

From the latter group 500 prescriptions were compared with a random sample of the same number of prescriptions collected over the same period and the cumulative percentage of the total number of prescriptions were plotted against the number of prescribers as shown in figure 1. The cumulative distribution curves obtained indicate that in the multiple pharmacy the proportion of the total number of prescriptions written by each main prescriber is much smaller than that in the independent pharmacy. For prepacking, this difference is a disadvantage for the multiple. The larger number of prescribers means that repetition is less likely and this can be observed by plotting the cumulative percentage of the total number of prescriptions against the first 15 most popular items (figure 2). In analysing the results, different strengths or dosage forms of the same drug were considered as different items. Figure 2 (curves A and B) total number of items prescribed, demonstrate that the proportion of the

tributed by the main items is significantly higher in the case where the number of prescribers is smaller.

The results so far indicate that prepacking would be less useful in large pharmacies with a broad spectrum of prescribers for a given number of prescriptions. However, analysis of the data collected on Sundays, during the influenza-cold outbreak and during the hay fever season indicates that prepacking could be of considerable use no matter how broad the prescription-prescriber distribution.

Figure 2, curve C, represents a plot of the cumulative percentage of the total number of items prescribed against the first 15 most popular items during the influenza-cold outbreak of February 1976. It can be seen that the profile obtained (curve C) was even better than that shown by the data collected from the privately owned pharmacy during the "normal" period (curve B). Prepacing would therefore be useful for the multiple pharmacy studied during the influenza-cold season.

## Urgent scripts

Analysis of the "urgent" prescriptions collected indicates that there again prepacing would be potentially useful. In

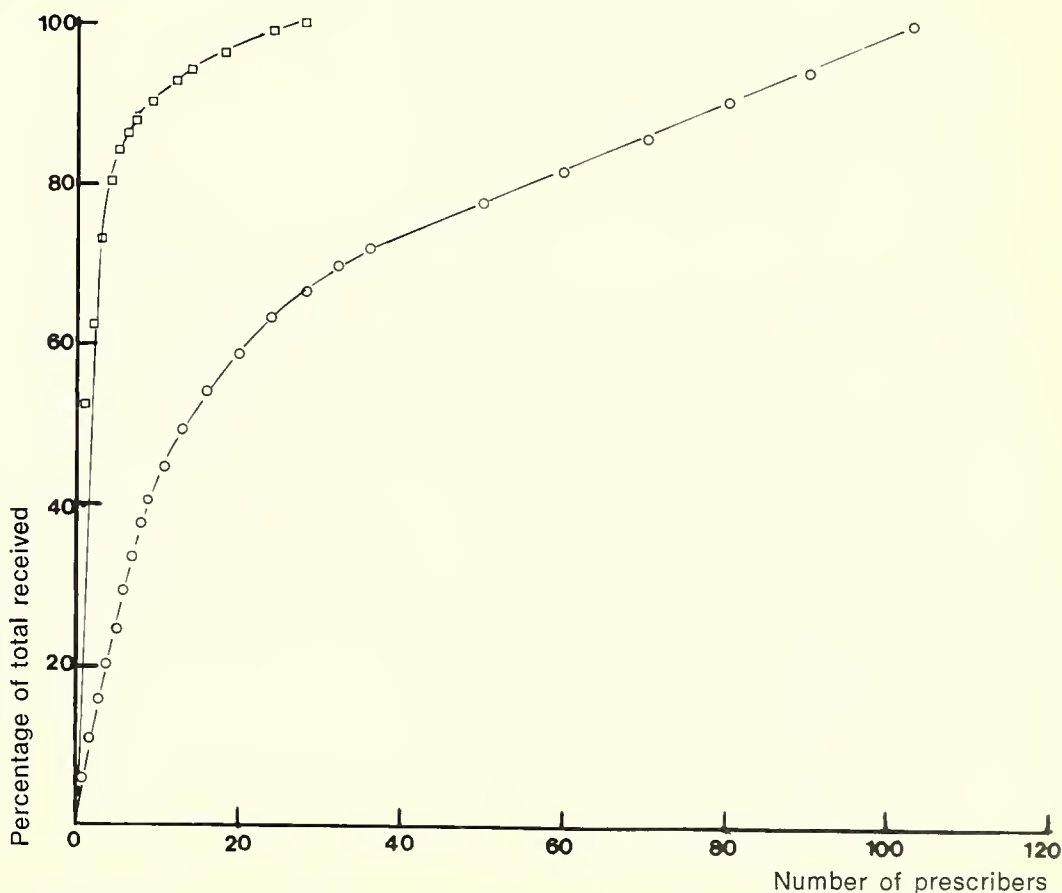
order to obtain data which would be generally applicable, all the data collected during the influenza-cold season and Sundays were analysed and the results compared where possible. Fifteen of the most frequently prescribed items were chosen and the most suitable prepacs for these items were determined from the frequency distributions. Because of the nature of the data studied, not surprisingly antibiotics, expectorants, analgesics and antidiarrhoeals were leading products. For ampicillin 250 mg capsules, prepacs of 20 capsules would have met 52 per cent of the prescriptions for that product during the influenza-cold outbreak while a range of three prepacs, 20, 24 and 28 capsules would have met 89 per cent. The respective figures for the prescriptions dispensed on Sundays were 41 per cent and 72 per cent.

## Hay fever scripts

Analysis of the 4,000 prescriptions dispensed during the hay fever season indicated that as much as 30 per cent of all the prescriptions dispensed included an antihistamine preparation. The average figure for June was found to be 17 per cent. In calculating these figures

*Continued on p682*

Figure 1



The relationship between the percentage of prescriptions received and the number of prescribers. (□ independent O multiple)



# Benefits of prepacking

Continued from p681

only preparations recommended by the manufacturers for the treatment of allergic rhinitis and containing antihistamines were included. The results therefore indicate that, provided the quantities prescribed are fairly consistent, the prepacking of antihistamines would be useful. Analysis of the quantities prescribed indicates this is so. In the prescriptions analysed the two most frequently prescribed antihistamines in solid dosage forms were Piriton 4 mg tablets and Dimotane LA tablets—32 per cent of all prescriptions for Piriton 4 mg tablets were for 60 tablets, 22 per cent for 100 and 16 per cent for 30 tablets. A range of three prepacks would therefore meet 70 per cent of all prescriptions for this product. For Dimotane LA tablets, 75 per cent of all prescriptions could be dispensed from prepacks of 30 and 60 tablets.

## Planning quantities

To be able to plan quantities to be prepacked, the pharmacist must have some means of quantitating the number of prescriptions likely to be presented to the pharmacy. An attempt was made to correlate the number of prescriptions for antihistamine preparations with the pollen count. The percentage of prescriptions for antihistamine preparations were plotted against the date as shown in figure 3. Since humidity and temperature could also lower the threshold level at which patients decide to see their doctors for allergic rhinitis, relative humidity and temperature were multiplied by the pollen count and the results plotted against the date as in the previous curve. Both curves were qualitatively similar in that both exhibited three peaks between June 7-23.

## Correlation with date

When the percentage of the prescriptions with antihistamine preparations was plotted against the date, useful correlations emerged. Considering peak A in the pollen count-date curve, it can be seen that this peak is followed by a peak A' in the demand curve for antihistamine preparations. The second peak B in the pollen count-date curve is also followed by a second peak B' in the percentage of antihistamine-date curve. An even more interesting point for predicting the demand for antihistamine preparations is the observed time lag of about one day in the percentage of antihistamine-time curve. This can be observed from the four peaks, A, A', B, B' and can possibly be explained by the difference in time between a decision to visit the doctor and the visit.

The pharmacist therefore is able to

have adequate information to predict the number of prescriptions for antihistamine preparations provided he knows the pollen count for the previous day. It is also interesting to note that on the axes and scales used, the percentage of antihistamine-date curve is higher than the pollen count-date curve at the beginning of the hay fever season but the situation is reversed later during the month. This can be expected from the quantities prescribed by the doctors and from the fact that the pool of patients can be expected to be fairly constant. Consequently, as the season progresses, the number of hay fever patients who have yet to visit their doctors diminishes.

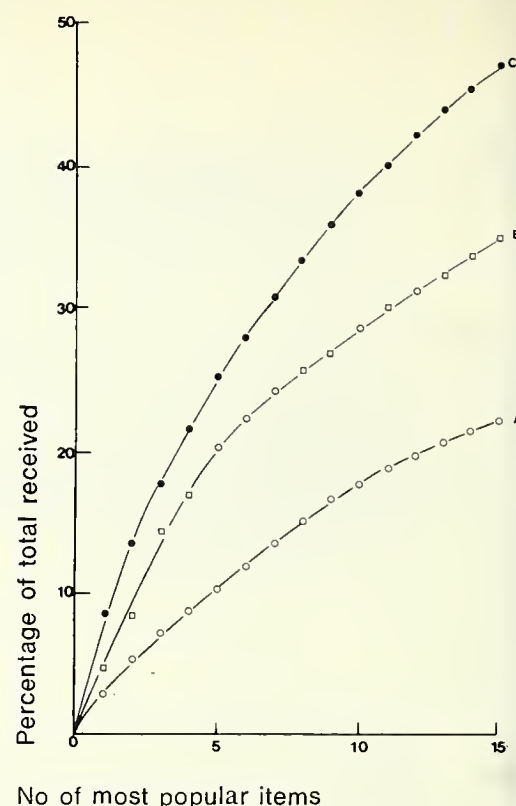
## Conclusion

It has been shown that although prepacking would be less useful in multiple pharmacies with a wide range of prescribers than in an independent with a narrower range, there are periods of the year when prepacking would be attractive to the multiples.

The periods chosen for study were those during which the dispensary staff are likely to be under greater pressures. During the influenza-cold period the number of prescriptions usually increases and this larger number of prescriptions often has to be dispensed by fewer staff members. On Sundays, because of higher wages and the unavailability of trained staff, management is often tempted and sometimes has no choice but to run the dispensing service with an insufficient number of dispensers. The hay fever season is also a period when an increase in the dispensing load is likely.

This study shows that advance planning can be a useful means of maintaining the standard of dispensing at times

Figure 2



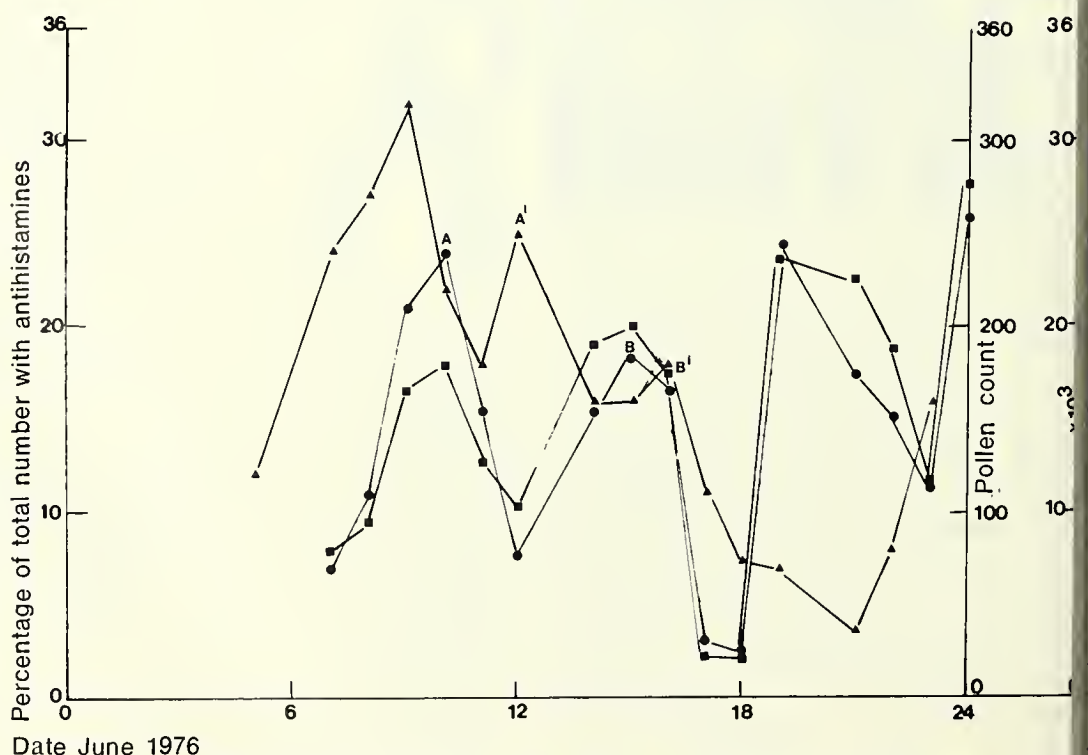
The frequency of prescribing of the 10 most popular items (□ independent (multiple during normal periods) ● multiple during influenza-cold season)

when an increase in dispensing load is encountered. An attempt has also been made to develop a method for the pharmacist to predict the number of prescriptions for antihistamine preparation likely to be presented to his pharmacy

## Reference

1. Li Wan Po, A. and Morland, I. *Pharm J*, 21 (1976), 320.
- I would like to thank the directors at the London Weather Centre and the Asthma Research Council, the manager at Perry the Chemists, Hounslow, and a manager at Boots the Chemists Ltd for access to the data used in this article.

Figure 3



Correlation between pollen count, humidity, temperature and the percentage of prescriptions for antihistamine preparations (● pollen count v/s date ■ pollen count relative humidity x temperature v/s date ▲ percentage of prescriptions for antihistamine preparations v/s date)



## 'Spare us this worn out advice'

I see once again (IPMI conference report C&D, April 15) we are told by marketing men that pharmacists are amateurs in the professional field of marketing. One might reply that most marketing men are amateurs in the professional field of pharmacy, but I doubt that will worry them any more than their assertion bothers me. What they are really saying is that the independent is not particularly successful at selling marketing men's products at higher prices and lower gross margins than their large multiple, supermarket and cash-and-carry outlets down the road.

I wish they would spare us their worn out advice on merchandising. It matters not one jot whether display placings are horizontal, vertical or spiral unless the price is right. And those figures claiming that 80 per cent of all sales in chemists come from 20 per cent of products, or figures like them, have been trotted out for years—mainly by spokesmen for companies whose products feature highly in the 20 per cent. A first priority for all senior toiletries executives is to give small traders better terms. Once we can compete pricewise with ease we may be more receptive to their hackneyed guides to selling. Marketing men do not, as they appear to believe, have a monopoly of pure common sense.

For my part, experience has taught me to prefer the whims of the NHS to the caprices of marketing giants. This, of course, is proof that I am an "amateur in the very professional field of marketing". Maybe some of us prefer it that way. One thing is certain, if I go out of business I won't put it down to lack of marketing expertise. Whilst I don't expect help to keep me solvent from proprietary manufacturers and toiletry giants, I do wish they wouldn't hinder by trying to sell me goods often at invoice prices higher than those which pertain over the counter at their multiple and cash-and-carry outlets.

**Alan Pepler**

Minehead, Somerset

## Use of titles

Your contributor Xrayser (last week, p615) refers to my address at the Institute of Pharmacy Management International's conference. He asks "What is he talking about"? When I read Xrayser I wondered indeed what I had been talking about. Your own report of what I said was necessarily condensed, but accurate. Unfortunately, Xrayser sadly misquoted me.

In fairness to myself, if not to your readers, may I repeat what I actually said: "Much of the trouble over restricted titles and advertising arises from

the efforts of some wholesale organisations to improve the effectiveness of the smaller pharmacy (and the fortunes of the wholesaler as well). It seems to me ironic, therefore, that the stark danger has to be faced that if, as a consequence of wholesaler pressure, the advertising of professional services were to be permitted (any use of restricted titles is the thin end of a very large wedge) it is conceivable that the viability of many independent pharmacies could be disturbed to the detriment of the pharmaceutical service as a whole, and, therefore, to the public detriment. The reason is simply that the pharmacy chains with their readily identifiable and numerous branches can—as I have already said—use advertising much more economically than can the independent practitioner".

Perhaps Xrayser's careless quotations explain why he has so clearly failed to understand what I was saying. I am particularly surprised that he should construe my aside concerning the fortunes

of the wholesaler as implying that wholesalers are "only doing it" to make their fortunes.

**R. Blyth**

Editor, *Pharmaceutical Journal*

## Arbitration case

Thank you very much for Mr Worby's lucid summary of the case for arbitration (p637). I note with interest the comments on wages. Because, as is stated, money is not there to pay appropriate wages, we tend to lose staff when they are trained. Further, "reimbursement" is on wages actually paid, and as we cannot lose money for three years so that appropriate figures are fed into the balance sheet, we must try to survive with an ever decreasing quality of staff, and the vicious circle continues.

**D. H. Newton**

Secretary, Humberside

Pharmaceutical Committee, Hull

*More Letters on p684*

## Sakuracolor Launch at London Docks

Thursday 6th April marked the nationwide launch of Sakuracolor Film. Top photographers and journalists from industry, Fleet Street, fashion, radio and TV sailed down river from Westminster Pier to The Warehouse banqueting rooms in St. Katherine's Dock, test-shooting Sakuracolor 400 all the way.

At the reception, arranged by Jonathan Fallowfield Ltd., Chairman and M.D. Simeon Kays stated that intensive test marketing of Sakura Film had proved a success — success with highly encouraging potential for the future.

## Stark Models!



*Graham Stark with Sakura's top models.*

Some of Graham Stark's work on Sakuracolor 400 was on display together with that of other eminent photographers. He also demonstrated his



*Mr. S. Kays, Chairman and MD of Fallowfields with Bob Holness and Mr. A. Kays.*

technique (photographic!) with 3 top models dressed at times in authentic Amoco outfits. These sessions gave guests another chance of putting Sakuracolor to the test.

## Fallowfields and the Royal Family

A delightful book on family photography will be offered by Fallowfields as a budget priced consumer incentive, available for 2 Sakuracolor film tops plus 99p, or £1.95 retail. The book, by Reg Mason, features the Royal Family on the cover with an introduction by Lord Lichfield.

## Nationwide Filling Stations

Fallowfields' new point-of-sale material featuring the

novel theme 'Fill up here — This is a Sakuracolor Filling Station' was given added impact by appearing on actual Gilbarco petrol pumps installed at the reception. Fallowfields predict this 'Filling Station' campaign will soon attain nationwide coverage.



*Where better to fill up!*



## Glaxo to form new subsidiaries

Glaxo Holdings Ltd are reorganising their UK "ethical" pharmaceuticals business. Two new UK companies, names for which have yet to be registered, are to be formed as "first line" subsidiaries.

One of the subsidiaries will have operational responsibility for the UK manufacture of "ethical" pharmaceuticals and their sales in the UK. The present UK pharmaceutical companies will become subsidiaries of the new company, and products will continue to be sold under present company names. This new company will also be responsible for delivery of goods of its manufacture to UK ports of exit. The chairman will be Mr J. G. N. Drewitt, a member of the Glaxo Holdings board, and the managing director will be Mr E. R. C. Farmer, managing director of Farley Health Products Ltd.

The second subsidiary will have operational responsibility for sales from the UK of bulk chemicals and pharmaceuticals, including unbranded dosage forms, to independent third parties. The chairman of this company will also be Mr Drewitt, and its managing director will be Mr P. Scruton, at present managing director of Glaxo Laboratories Ltd.

Retiring chairman of Allen & Hanburys Ltd, Mr R. D. Smart, told the Veterans Association dinner last week that 80 per cent of the group's business was now overseas. He said that the company may be changing its shape but would never change its nature.

## Polaroid to make more cameras

Polaroid plan to expand camera production capacity in the coming months, according to Mr W. J. McCure, president of the company. Demand for the one step camera is exceeding supply despite full capacity production at Norwood and in Scotland. In the first quarter of 1978 world-wide sales were up 25 per cent to nearly \$241m.

## Record first quarter for Eli Lilly

Eli Lilly & Co, Indianapolis, report consolidated sales of \$482.5m in the first quarter of the year compared with \$405.4m in the same period of 1977, an increase of 19 per cent. The estimated net income was \$79m, 23 per cent above the 1977 figure of \$64.2m.

Total sales outside the USA increased 26 per cent during the quarter, while in the USA sales grew by 16 per cent. The chairman, Mr Richard D. Wood,



Mr Peter Hayes, MPS, Vestric Ltd

said that human health products, agricultural products and cosmetics all contributed to the record sales results, both in the USA and abroad.

### Briefly

**Mr M. E. Dunn, MPS**, has opened up a pharmacy at 77 Clipstone Road West, Forest Town, Mansfield. Notts.

**Mr E. J. Crossin** has acquired the business of the late Mr J. L. Boyle at 5 Ladybrook Park, Belfast, with effect from March 1.

**Chemipharm Ltd and Pan-American Pharmaceuticals Ltd** have moved to Jedburgh House, Jedburgh Road, Plaistow, London E13 9QL. The telephone and telex numbers are unchanged.

**Mr G. A. Hurst, MPS**, points out that his pharmacy at 34 Mutley Plain, Plymouth PL4 6LD, has not closed down. These premises were included in error by the Pharmaceutical Society among those for deletion from the Register of Premises in the March correction list.

## APPOINTMENTS

**Farley Health Products Ltd:** Mr Alan Macfarlane has been appointed managing director. He joined Farley's Infant Food in 1962 as a research chemist.

**Haarmann & Reimer Ltd:** Mr James Micklewright has been appointed technical sales representative for the fragrance division.

**MoDo Consumer Products Ltd:** Mr Derek Dix has been appointed sales and marketing director designate, succeeding Mr Alan Newton who is setting up his own business. Mr Dix was previously home sales manager for Associated Biscuits.

**Braun Electric (UK) Ltd:** Ann Murray has been appointed to set up a research function; she was formerly with Heinz and Unilever. Mr David Evans has joined the company from Telex Computer Products as spare parts administrator, and Mr Norman Henderson is

now technical services representative covering the whole of the UK. He was previously an area sales manager with Servis Ltd.

**Carters Tested Seeds Ltd:** Mr Brian Lockwood has been appointed general sales manager and Mr Philip Groom is now sales service manager.

**Vestric Ltd:** Mr Peter Hayes, MPS, has been appointed to the new post of hospital development pharmacist. Mr Hayes was previously a district pharmaceutical officer with the Dudley Area Health Authority.

## COMING EVENTS

### Wednesday, May 3

**Manchester Jewish Pharmacists' Association**  
239 Heywood Road Prestwich, Manchester, at 8.30 pm. Sergeant Dennis Williams (Greater Manchester police) on "The humorous side of the work of the crime squad". All welcome.

### Thursday, May 4

**Birkenhead & Wirral Pharmacists' Association and Liverpool Branch, Pharmaceutical Society**, Postgraduate centre, Clatterbridge Hospital, at 8 pm. Discussion of branch resolutions.  
**Huddersfield Branch, Pharmaceutical Society**, Spotted Cow Hotel, Salendine Nook, Huddersfield, at 8 pm. Ten-minute papers.

### Friday, May 5

**Pharmaceutical Marketing Club**, New London Centre, Parker Street, Drury Lane, at 1 pm. Luncheon meeting. Speaker, Professor Sir John Butterfield (regius professor of physic at University of Cambridge) on "Is there a case for establishing preventive geriatrics?" Further information from Mrs Jean Hicks, Henderson Group One, 1 Roberts Mews, Lowndes Place, London SW1.

### Advance information

**Northumbrian Branch, Pharmaceutical Society**, May 17, Spring barn dance, Collingwood Hotel, Regent Farm Estate, Gosforth, 8 pm to 12 pm. Buffet supper and late licence. Tickets (£1.75) from Mr Tom Mensley, Mawson and Proctor Pharmaceuticals Ltd, Kingsway South, Team Valley Trading Estate, Gateshead.

**Mid-Glamorgan Branch, National Pharmaceutical Association**, May 12, working dinner for members at New Inn, Pontypridd, at 7.30 pm. Guest of honour Mr Alec Jones MP. Applications for tickets (£4.50) to the secretary, 34 Parc-y-Bryn, Creigiau, Mid-Glamorgan. It was wrongly stated (last week, p645) that the dinner was for the local branch of the Pharmaceutical Society.

## Letters

*Continued from p683*

## A humble fee

Knowing that our dispensing fee for a box of Hollister colostomy bags is 8p, it is both sobering and humiliating to claim an allowable "handling charge" of £2.50 added to the invoice of a Liverpool distributor.

**F. B. Wright**  
Warrington, Ches.

## Anti-Savlon

I was sorry not to read letters of support, in last week's *C&D*, for Xrayser's suggestion of mounting an anti-Savlon campaign. I will set the ball rolling by pledging my full support.

This means that in future I will not buy Savlon, Cepton, or Goya products. If other members followed suit we might make some impression on these commercial giants.

**Frank Battersby**  
Haddenham, Cambs



# MARKET NEWS

## Barbiturates dearer

London, April 26: Most barbiturates have been increased in price, the size of the increase varying from about 10 per cent in the case of amylobarbitone to about 20 per cent for cyclobarbitone. Phenobarbitone, however is unchanged.

The market for essential oils was steady awaiting developments from the Canton fair. First reports show little change on the part of the Chinese. Eucalyptus was firmer and spearmint was up sharply at £13.75 kg (from £12.50). A number of oils were easier at source but because of the lower value of the pound the rates appear unaltered on the home market. Cassia has fallen more dramatically to £36.50 kg, cif, from £47.

Botanicals followed the pattern set in previous weeks with most items dearer on the spot and shippers not quoting for replacements. Items dearer on the week included Canada balsam, benzoin, synthetic camphor, cascara, cherry bark, lemon peel, lobelia, sarsaparilla and witchhazel leaves. Lower were Peru balsam, gentian root, henbane, hydrastis, ipecacuanha, Mexican jalap, senega and tonquin beans. Senna prices are unaltered but stocks of Alexandria pods are short

on the spot as are Tinnevely leaves. Among spices pepper prices advanced sharply the firmer American dollar helping a short supply position for early delivery material.

## Pharmaceutical chemicals

**Acetarsol:** £12.12 kg in 50-kg lots.  
**Acetone:** £262 to £266 metric ton as to grade for 30-drum lots.  
**Adrenaline:** (per g) 1-kg lots base £0.25; acid tartrate £0.20.  
**Amylobarbitone:** Less than 100-kg lots £12.33 kg; sodium £13.47.  
**Atropine:** (Per kg in 1/2-kg lots) Alkaloid £133.70; methonitrate £102, methylbromide £124.40, sulphate £94.50.  
**Butabarbital:** Acid £17.72 kg; sodium £18.90 kg in 50-kg lots.  
**Butobarbitone:** Less than 100 kg £15.11 per kg.  
**Cantharadin:** 100-kg lots £1.30 per g.  
**Clioquinol:** NF XIV 500-kg lots £12.78.  
**Cyclobarbitone:** Calcium £18.61 kg in 25-kg lots.  
**Iodides:** Ammonium £7.97 kg (for 50-kg lots); potassium £3.77 kg (250-kg lots); sodium £5.81 kg (50-kg).  
**Pentobarbitone:** Less than 100-kg £18.10 kg; sodium £19.26.  
**Phenobarbitone:** in 50-kg lots £11.62 kg; sodium £12.62.  
**Quinalbarbitone:** Base and sodium in 25-kg lots £19.40 kg.  
**Sorbitol:** Powder £500 metric ton; syrup £250.

## Crude drugs

**Aloes:** Cape £1,100 ton spot; £1,020, cif. Curacao £2,450 afloat.  
**Balsams:** (kg) **Canada** firmer at £10.80 spot; £10.70, cif. **Copaiba:** £2.15 spot; no cif. **Peru:** £6.15 spot; £5.95, cif. **Tolu:** £4.85 spot.  
**Benzoin:** Block £143 cwt spot, nominal.  
**Buchu:** Rounds £1.55 kg spot; no cif.  
**Camphor:** Natural powder £5.15 kg spot; £5.05, cif. Synthetic £1 spot and cif.  
**Cardamom:** Alleppy green grade 2 £3.60 lb, cif.  
**Cascara:** £1,230 metric ton spot; no cif.  
**Cherry bark:** spot £1,270 metric ton; nominal; no cif.  
**Chillies:** New Guinea birdseye £2,000 metric ton spot; East African £1,500, cif; nominal.  
**Cinnamon:** Seychelles bark spot £400; £380, cif. Ceylon quills 4 o's £0.75 1/2 lb; featherings £310 metric ton, cif.  
**Cloves:** Madagascar or Zanzibar £3,750 metric ton, cif; £3,850 spot.  
**Gentian:** Root £1,320 metric ton spot; £1,280, cif.  
**Ginger:** Cochin new crop £1,060 metric ton, cif. (May-June). Other sources not offering.

**Henbane:** Niger, £1,640 metric ton spot; £1,620, cif.  
**Hydrastis:** spot £11.20 kg; forward £11.20, cif.  
**Ipecacuanha:** (kg) Costa Rica £9.80 spot; £9.70 nominal; cif.  
**Jalap:** Mexican basis 15% £1.50 kg spot; shipment £1.42 Brazilian £1.22, cif.  
**Lemon peel:** Unextracted £1,040 metric ton spot; shipment £1,020, cif.  
**Liquorice root:** Russian £355 metric ton spot; £345, cif, for new crop. Block juice £147 per 100 kg spot; spray dried £1.50-£1.60 kg.  
**Lobelia:** American £1,310 metric ton spot; European £1,220 spot.  
**Menthol:** (kg) Brazilian £9.25 spot; £9, cif. Chinese £8.40 in bond and cif.  
**Nutmeg:** (per ton) Grenada 80's £1,615 spot nominal; unassorted £1,465; defectives £1,205.  
**Pepper:** (ton, cif) Sarawak black £1,180 spot; £1,270, cif; white £1,805 spot; £1,685, cif.  
**Sarsaparilla:** Mexican £1.63 kg spot; £1.60, cif. Jamaican £1.96 spot; £1.94, cif.  
**Seeds:** (metric ton). **Anise:** China star £975 spot; £760, cif. **Caraway:** £730-£760 as to source. **Celery:** Indian new crop £490. **Coriander:** Moroccan £310. **Cumin:** Egyptian £880; Turkish £880; Iranian £830. **Drill:** Moroccan £210; Indian £525. **Fennel:** Chinese £220. **Fenugreek:** Moroccan £160-£175. **Maw:** £175.  
**Senega:** Canadian £13.40 kg spot; £13.30, cif.  
**Senna:** (kg) Alexandria pods, hand-picked at from £2, upwards; manufacturing £0.65. Tinnevely leaves No 3, £0.27; pods; faq £0.27 hand picked £0.40 ex warehouse.  
**Tonquin beans:** £2.70 kg spot; £2.65, cif.  
**Turneric:** Madras finger unquoted. Alleppy finger £915, cif (May-June).  
**Witchhazel leaves:** Spot £3.35 kg; no cif.

## Essential and expressed oils

**Anise:** (kg) Spot £14.85; shipment £14.50 cif.  
**Camphor white:** £0.90 kg spot; £0.85, cif.  
**Cassia:** Shipment £36.50 kg, cif., English distilled from bark £160.  
**Cedarwood:** Chinese £1.50 kg spot and cif.  
**Citronella:** Ceylon £1.40 kg spot; £1.33, cif; Chinese £2.12 spot and cif.  
**Clove:** Madagascar leaf, £2.17 kg spot and cif; English-distilled £40.  
**Eucalyptus:** Chinese £2.10 kg spot; £2.08, cif.  
**Geranium:** Bourbon £38.70, kg, cif. Chinese £27.80, cif.  
**Lemongrass:** Cochin £5.20 kg spot; £4.75, cif.  
**Patchouli:** Penang £10.10 kg, cif.  
**Sandalwood:** Mysore £61.50 kg spot.  
**Sassafras:** Brazilian £2.15 kg spot; £1.97, cif.  
**Spearmint:** (ko) American Far-West £12.50. Chinese spot and cif £13.75.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## Classified Advertisements

**Post to** Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

**Publication date** Every Saturday

**Headings** All advertisements appear under appropriate headings.

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## AGENTS

### AGENTS

An exciting and unique foot care product requires energetic Agents currently calling on Retail Chemists, Chiropodists, and other outlets for all U.K. areas. Generous commission.

Apply for full particulars to.  
BOX No. 2528

### MATURE AGENT

required to sell an established range of high quality Toilet Holdalls and Purses to Chemists, Stores and Gift Outlets. Must be well connected with Perfumery Buyers and carry no conflicting lines.

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- \* Sales, warehousing and distribution for U.K. and Export markets
- \* Product manufacturing and packaging with marketing guidance as required

so if you've an egg without a nest we'll hatch it for you.

CONTACT BOX No. 2530





## APPOINTMENTS

## FOR SALE

## WANTED

## MISCELLANEOUS

### REPRESENTATIVE

Experienced in dealing with hospital administration, health authorities, 'etc.', required by importers of bedlinen and household textiles to open new accounts in this field.

Usual large company benefits.

Apply in writing to:

**The Managing Director,  
Afco Group,  
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Camden Town,  
London, NW1.**

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### Please Address

**Box No. replies to:  
25 New Street Square,  
London EC4A 3JA  
Box No. ....  
Chemist and Druggist**

### THE PHARMACEUTICAL GENERAL COUNCIL (SCOTLAND)

Applications are invited for the post of

### ASSISTANT SECRETARY

The successful candidate will preferably be in the age group 25-35, a member of or eligible for membership of The Pharmaceutical Society of Great Britain. Some experience in retail pharmacy would be an advantage.

Duties will involve statistical, accountancy and secretarial work associated with the negotiation of chemists' remuneration for NHS dispensing services.

The salary offered will be commensurate with age, experience and responsibilities but will not be less than £5,000 per annum.

A non-contributory superannuation scheme is in operation.

Further particulars and application forms may be obtained from The Secretary, The Pharmaceutical General Council (Scotland), 36 York Place, Edinburgh EH1 3HU. Telephone 031 556 2076. Formal applications should reach the Secretary by 31 May 1978.

## Purchasing Manager Retail Marketing Team

Are you able to plan and co-ordinate the buying for a retail chemist chain of 60 branches whose purchases will total over £10m in 1978?

Savory and Moore are looking for someone capable of heading a small team of buyers. The job involves contacting suppliers, negotiating special terms, planning promotions, buying budgetary control, pricing policy and looking for new products to sell.

We want someone who already has several years' experience in multiple retail buying, ideally with some knowledge of the chemist products sector. He or she must now be ready to use that experience in accepting the challenge of wider responsibilities in management. This key appointment within the company marketing team is based in our Brighton Head Office. Full details of salary, profit sharing scheme and pensions on application to:

G. B. Green, Marketing Director,

# Savory & Moore

177 Preston Road, Brighton BN1 6BA



## 'AFRO' PRODUCTS

English, American and Caribbean products. We offer a unique service, to the retailer, in most popular brands of hair and skin cosmetics. Johnson's, Palmer's, St. Clare's, Dax, La India, etc., etc.

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## APPOINTMENTS

## SALES REPRESENTATIVE or AGENT

### Fife and North-East Scotland

THORNTON & ROSS LTD require an experienced man or woman with proven sales ability and an established connection with this part of Scotland. As leading manufacturing chemists we supply an extensive range of packed goods, dispensing aids and bulk medicinals to retail and wholesale chemists and this sales territory is well developed. Applicant's age is of secondary importance to a knowledge of selling to these customers.

Remuneration will be related to the territory turnover through a substantial commission together with a basic salary or fee. Assistance with moving costs will be given, if necessary.

Please write with full details of career and relevant experience to:—

**R. THORNTON  
THORNTON & ROSS LTD.  
Linthwaite Laboratories  
Huddersfield**



# BUYER'S GUIDE

## AIR FRESHENERS

Airwick Air Fresheners are available from: Jeyes UK Limited, Brunel Way, Thetford, Norfolk IP24 1HA. Tel: Thetford 4567. Telex: 81401.

## ANTASIL

Stuart Pharmaceuticals Ltd., Carr House, Carrs Road, Cheadle, Cheshire SK8 2EG. Tel: 061-491 1444. Grams: Stuart, Cheadle, Cheshire. Telex: 668585.

## ASPRO CLEAR

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## ASPRO REGULAR

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## ATHLETIC SUPPORTS (BODYBELTS)

Sallis, E. Ltd., Vernon Works, Basford, Nottingham NG6 00H. Tel: Nottingham 77841-2/78545-2.

## BABY FEEDING BOTTLES

William Freeman & Co. Ltd., Suba-Seal Works, Staincross, Barnsley, South Yorkshire. Tel: 0226-84081. Lewis Woolf Greeting Ltd., 144 Oakfield Rd., Sellyoak, Birmingham B29 7EE. 021-472 4211. Telex: 338666.

## BABY FEEDING PRODUCTS

"Canon Babysafe" distributed by: Jackel & Co. Ltd., Kitty Brewster Estate, Blyth, Northumberland. Tel: Blyth 2596/7/8.

## BABY FEEDING REQUISITES

William Freeman and Company Ltd., Suba-Seal Works, Staincross, Barnsley, South Yorkshire. Tel: Barnsley 84081. Telex: 547186. "Canon Babysafe," Jackel & Co. Ltd., Kitty Brewster Estate, Blyth, Northumberland. Tel: Blyth 2596/7/8.

## BABIES' NAPPIES, PANTS, FEEDERS

The Trimster Co. Ltd., Portland Road, Dorking, Surrey RH4 1EW.

## BABY PANTS

Lewis Woolf Greeting Ltd., 144 Oakfield Rd., Sellyoak, Birmingham B29 7EE. 021-472 4211. Telex: 338666. Hellane Manufacturing Ltd., Burdett House, Newbridge Street, London EC4. Tel: 01-248 0276. Trimster Co. Ltd., Portland Road, Dorking, Surrey. (0306) 4970.

## BATHROOM SCALES

Hanco International Ltd., Unit 15, Arden Forest Ind Est. Alcester, Warwickshire. Alcester 3456.

## BATTERY OPERATED WALL CLOCKS

Hanco International Ltd., Unit 15, Arden Forest Ind Est. Alcester, Warwickshire. Alcester 3456.

## BOOKS BY JENSEN TO GUARD YOUR MONEY

"Buying a Shop with Notes on Selling" could save you thousands. Includes specimen contract, goodwill assessment factors etc. "More Profit from your Stock." How to use space profitably, how to budget, how to research your market, etc. £2.50 each (inc. UK postage) from booksellers or direct from author, consultant Eric Jensen, B.Com. M.P.S., 39 Withdean Crescent, Brighton BN1 6WG. Tel: (0273) 501079.

## BUBBLE BATH

The best buy at its price. Andre Philippe Ltd., 71/71b Gowan Avenue, Fulham, SW6 6RJ. Tel: 2194/2397. Cables: Andrephil, London.

## BURSON HOSIERY

Credenhill Ltd., 214 Queens Road, Beeston, Notts NG9 2DB. Tel: Nottingham 225913.

## CAPTAIN MOLYNEUX

Parfums Molyneux, Allenby House, 3 Main Street, Fulford, Yorks. 0904 29752.

## CHEMIST SUNDRIES

William Freeman and Company Ltd., Suba-Seal Works, Staincross, Barnsley, South Yorkshire. Tel: Barnsley 84081. Telex: 547186.

## CONTACT LENSES

Contact Lenses (Manufacturing) Ltd., 14-16 Child's Place, Earls Court, London SW5 9RX. 01-373 6607/9, 01-373 5000. Telex: 919031.

## CONTACT LENS SOLUTIONS

Contact Lenses (Manufacturing) Ltd., 14-16 Child's Place, Earls Court, London SW5 9RX. 01-373 6607/9, 01-373 5000. Telex: 919031. Barnes-Hind Ltd., Isis Trading Estate, Statton Road, Swindon, Wilts SN1 2PQ. Tel: 0793 26591. Telex: 499654.

## COLOSTOMY & ILEOSTOMY APPLIANCES

Danmed Ltd., Somersham Road, St Ives, Cambs. Tel: 0480-62600. Telex: 32674.

## CONTRACEPTIVE SHEATHS—HORIZON, COUTURE, TAHITI, STIMULA

Contact Wendy King, Sales Administration Manager of Chefaro Proprietaries Limited, Crown House, London Road, Morden, Surrey. Telephone: 01-542 3402.

## CONTAINERS—DISPENSING PLASTIC/GLASS SAFETY OR STANDARD PACKS

Ceebrite Ltd., Newgate Street Village, Herts. Cuffley 2622 (London Code 284).

## COPPER BRACELETS

Sabona Rheumatic Relief Co. Ltd., 73 New Bond St., London W1. 01-727 4165.

## COSMETIC PURSES AND HOLDALLS

John O'Donnell, Box 33, Chelmsford CM1 5NH. Tel: Chelmsford (0245) 56112.

## COSMETICS & TOILETRIES

F. C. Paton (Southport) Ltd., 43a Old Park Lane, Southport, Merseyside, Southport 27717.

## COSMETIC MANUFACTURERS (TANGEC)

Winarick (UK) Ltd., Unit 15, Heywood Industrial Estate, Heywood, Lancs. (0706) 66201.

## COSMETICS

Afro Girl Cosmetics Ltd., 77 Lower Clapton Road, London E5. 01-985 8819 and 01-476 5414. Creme Simon Ltd., 7 Lauderdale Parade, Lauderdale Road, London W9 1LU. Tel: 01-286 7509.

## CREAMS

H. E. B. Pharmaceuticals for dermatological creams and ointments. J. Waterhouse & Co. Ltd., 6 Church Street, Ashton-u-Lyne, Manchester. 061-330 5667.

## CYDER VINEGAR

Whiteways of Whimple Ltd., (Whiteways) Whimple, Exeter EX5 2QJ (0404) 822332. Tel: 42959.

## DANDRUFF SHAMPOO

Stafford-Miller Ltd., 166 Great North Road, Hatfield, Herts., Hatfield 63221.

## DANDRUFF SHAMPOO MEDCROSS MEDICATED

Andre Philippe Ltd., 71/71b Gowan Avenue, Fulham SW6 6RJ. Tel: 736-2194/2397. Cables: Andrephil London.

## DENTURE CLEANERS

Stafford-Miller Ltd., 166 Great North Road, Hatfield, Herts. Hatfield 63221.

## DENTURE FIXATIVES

Stafford-Miller Ltd., 166 Great North Road, Hatfield, Herts. Hatfield 63221. 'Aezodent,' Ayrton Saunders & Co. Ltd., 34 Hanover St., Liverpool L69 1BL. Tel: 051-709 8282. Telex: 627711.

## DENTURE REPAIR UNITS

"Dentifix" available from: Dental Projects (Laboratories) Ltd., 75A High Street, Staines, Middx. Tel: Staines 54166.

## DISTRIBUTORS OF COSMETICS AND FRAGRANCES

Germaine Monteil (UK) Ltd., 33 Old Bond Street, London W1. 01-629 1378. Telex: 264320 BACLDNG.

## DISPENSING TABLETS



Approved Prescription Services Ltd., PO Box 15, Whitcliffe Road, Cleckheaton, West Yorkshire, England BD19 3BZ. Tel: Cleckheaton (0274) 876776.

## DISPOSABLE NAPPIES

Lewis Woolf Greeting Ltd., 144 Oakfield Rd., Sellyoak, Birmingham B29 7EE. 021-472 4211. Telex: 338666.

## DORMEL MINIATURE FEEDERS/TEATS

United Novelty Ltd., Field Works, Leagrave Street, Clapton Park, London E5 9QT, 01-985 2219.

## ELASTIC AND SUPPORT HOSIERY

Credenhill Ltd., 214 Queens Road, Beeston, Notts. NG9 2DB. Tel: Nottingham 225913.

## ELASTIC HOSIERY LENTON PRODUCTS (SUPREME)

Newcastle House, Castle Boulevard, Nottingham NG7 1HF. Tel: Nottingham 45462.

## ETHICAL MEDICINES (POTABA MYOTONINE)

Glenwood Laboratories Ltd., 19 Wincheap, Canterbury, Kent. (0227) 60139.

## EVANOL

Benton Beauty Productions Ltd., Naseby House, 49 Elwood Street, Highbury, London N5 1EE. Tel: 226 1984. Cables: Limitex, London N5.

## FACECLOTHS

John O'Donnell, Box 33, Chelmsford CM1 5NH. Tel: Chelmsford (0245) 56112.

## FASHION JEWELLERY

Exclusive lines, latest fashions. Jodez (Manchester) Ltd., 34 Shudehill, Manchester M4 1FY. Tel: 061-832 6564.

## FEMINAX

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## FIXTURES AND FITTINGS

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**AC SHOPFITTERS**  
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Sorex (London) Ltd., Fulton House, Empire Way, Wembley, Middlesex HA9 0LX. Tel: 01-902 8686.

## GEORGE'S AMERICAN MARVEL LINAMENT

Hubert Thomas A. C. & Co. Ltd., Copperworks Road, Llanelli, Dyfed. Tel: Llanelli 2576. Telex: Thomas 2576.

## GROSS PHARMACIST CASH REGISTER

Gross Cash Registers Ltd., Crowhurst Road, Hollingbury, Brighton, East Sussex BN1 8AQ. Tel: 0273 506241.

## HACTOS

Hubert Thomas A. C. & Co. Ltd., Copperworks Road, Llanelli, Dyfed. Tel: Llanelli 2576. Telex: Thomas 2576.

## HAIR CARE PRODUCTS

Alberto-Culver Co., Hound Mills Industrial Estate, Telford Road, Basingstoke, Hants. RG21 2YZ. Tel: 0256-66808. Telex: 858708.

## HAIR COSMETICS

Wella (GB) Ltd., Wella Road, Basingstoke, Hampshire RG22 4AF. Tel: Basingstoke 20202. Telex: 858378.

## HAIR FASHION AIDS

Laughton & Sons Ltd., Warstock Road, Birmingham B14 4RT. 021-474 5201.

## HAND BAG ACCESSORIES

Laughton & Son Ltd., Warstock Road, Birmingham B14 4RT. 021-474 5201.

## HOMEBREWING & WINEMAKING

Southampton Homebrews Ltd., Brewmaker House, 12 Rochester Street, Northam, Southampton SO1 1QW. Tel: 36044/5/6. Viking Brews Ltd., 28/29 Clive St., North Shields, Tyne & Wear. Tel: North Shields 73402.

## HOSPITAL AND HOME NURSING REQUISITES

William Freeman and Company Ltd., Suba-Seal Works, Staincross, Barnsley. Tel: Barnsley 84041. Telex: 547186.

## HOT WATER BOTTLES

Cannon Rubber Co. Ltd., Ashley Road, Tottenham, London. Tel: 01-808 6261/9. Telex: 261906. William Freeman and Company Ltd., Suba-Seal Works, Staincross, Barnsley, South Yorkshire. Tel: Barnsley 84081. Telex: 547186.

## INSECTICIDES

De Witt International Ltd., (Dethlac), Seymour Road, London E10 7LX. 01-539 3334. Sorex (London) Ltd., Fulton House, Empire Way, Wembley, Middlesex HA9 0LX. Tel: 01-902 8686.

## INTER-DENS STICKS

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## INTER-DENS TOOTHBRUSHES

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## ITALIAN PERFUMES (NAPOLEON) 'DESIREE' PERFUMES AND COLOGNES

### 'IN' EAU DE PARFUM AND ATOMISERS

Andre Philippe Ltd., 71/71b Gowan Avenue, Fulham SW6 6RJ. Tel: 736 2194/2397. Cables: Andrephil London.

## KITCHEN SCALES

Hanco International Ltd., Unit 15, Arden Forest Ind Est., Alcester, Warwickshire, Alcester 3456.

## KWELLS

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## LITESOME SUPPORTERS

Credenhill Ltd., 214 Queens Road, Beeston, Notts NG9 2DB. Tel: Nottingham 225913.

## MANICURE ACCESSORIES

John O'Donnell, Box 33, Chelmsford CM1 5NH. Tel: Chelmsford (0245) 56112.

## MANICURE ACCESSORIES

John O'Donnell, Box 33, Chelmsford CM1 5NH. Tel: Chelmsford (0245) 56112.

## MATEY

### Nicholas

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## MEDICATED TOOTH PASTE

Stafford-Miller Ltd., 166 Great North Road, Hatfield, Herts. Hatfield 63221.

## MEN'S AFTERSHAVE LOTION

### (MONSIEUR PHILIPPE)

Andre Philippe Ltd., 71/71b Gowan Avenue, Fulham SW6 6RJ. Tel: 736 2194/2397. Cables: Andrephil London.

## NATURAL PRODUCTS LTD. MANUFACTURERS & DISTRIBUTORS

Natura Products Ltd., 90 Belsize Lane, London NW3. 01-435 1193/4 or 01-794 2244 (Replica 27893).

## NEW VAGINAL SYRINGE

Saffron, 5 Rowlands Road, Worthing, West Sussex 3JJ BN11. Tel: Worthing (0903-34034).

## PERFUME (FETE)

Parfums Molyneux, Allenby House, 3 Main Street, Fulford, Yorks. 0904 29752.

## PERFUME (VIVRE)

Parfums Molyneux, Allenby House, 3 Main Street, Fulford, Yorks. 0904 29752.

## PHOTOGRAPHIC EQUIPMENT

Agfa-Gevaert Ltd., Great West Rd., Brentford, Middlesex TW8 9AX. Tel: 560-2131 (25 lines).



# BUYER'S GUIDE

## PHOTOGRAPHIC PROCESSORS

Tynecolour Ltd., Western Approach, South Shields, Tyne & Wear. Tel: 0632 563911.

## PHOTOGRAPHIC PROCESSING COLOUR-B/W

### RAPIDFOTO LABS

24-hr. London pick-up. Same day mail service return. 93 Crawford St., London W1. Tel: 01-723 6011.

## PHOTOGRAPHIC WHOLESALERS

Tynecolour Ltd., Western Approach, South Shields, Tyne & Wear. Tel: 0632 563911.

## POLLEN TABLETS



**pollenaps**

Approved Prescription Services Ltd., P.O. Box 15, Whitcliffe Road, Cleckheaton, West Yorkshire, England BD19 3BZ. Tel: Cleckheaton (0274) 876776.

## POWDER COMPACTS

Laughton & Sons Ltd., Warstock Road, Birmingham B14 4RT. 021-474 5201.

## PRICE MARKING

Dymo Ltd., Retail Systems Division, Victoria Road, Feltham, Middlesex. 01-890 1388. Tel: 21204.

## PRICE TICKETS, LABELS AND POSTERS

Falconcraft (Aluminium) Ltd., Hainault Road, Romford, Essex. Tel: Romford 24621.

## RADOX BATH SALTS

**Nicholas**

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## RADOX HERBAL BATH

**Nicholas**

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## RADOX SHOWERFRESH

**Nicholas**

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## RENNIE

**Nicholas**

Nicholas Laboratories Ltd., 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

## RODENTICIDES

Rentokil Ltd. (Alphakil, Rodine, Biotrol) Products Division Felcourt, East Grinstead, Sussex. East Grinstead 23661. Sorex (London) Ltd., Fulton House, Empire Way, Wembley, Middlesex HA9 0LX. Tel: 01-992 8686.

## RUBBER STAMPS

Mark C. Brown & Son Ltd., P.O. Box 69 4 Baker Street, Hull. Tel: 0482 23464.

## SUNGLASSES

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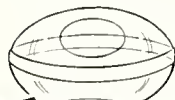
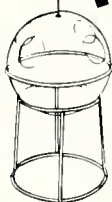
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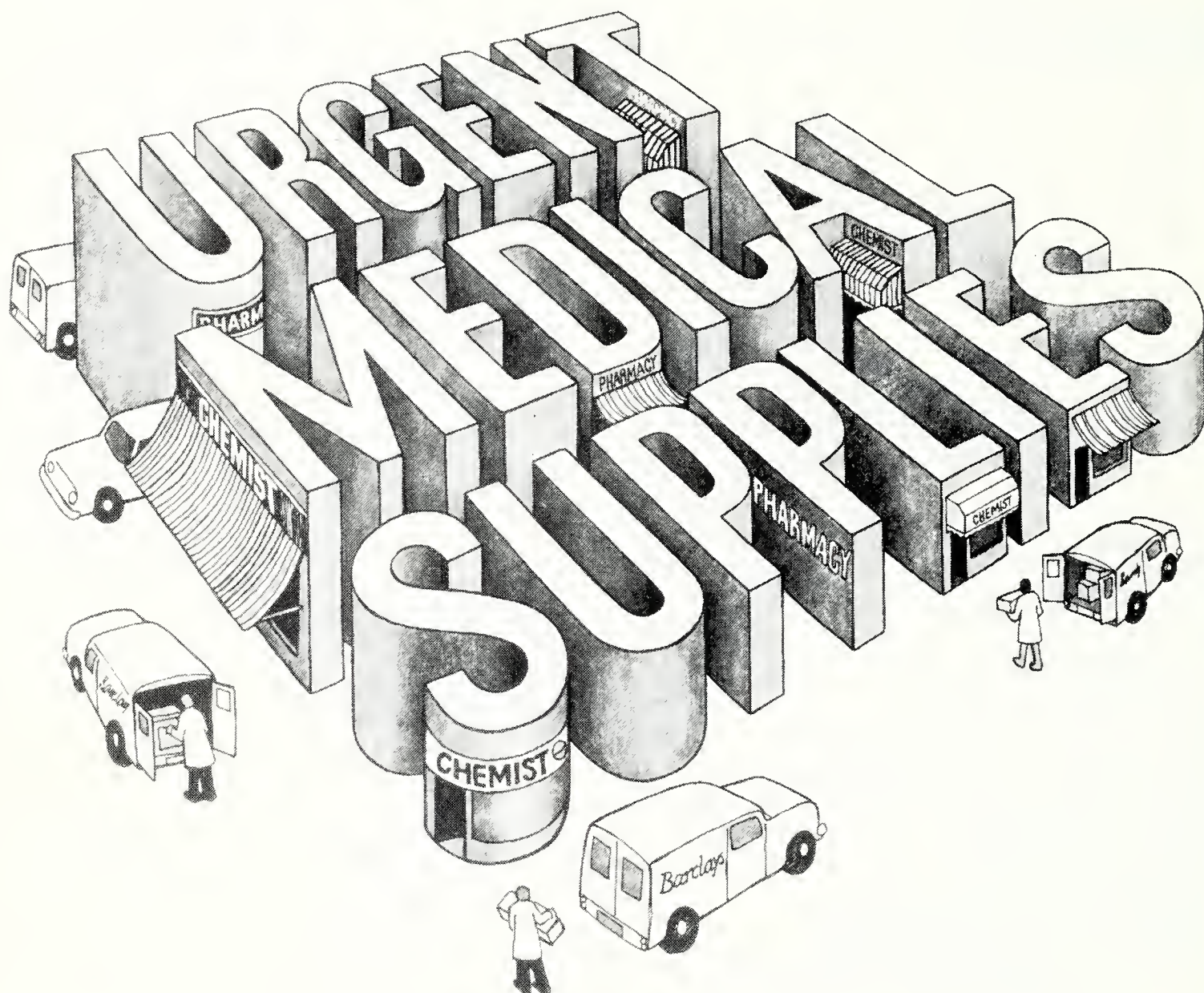
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